

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City



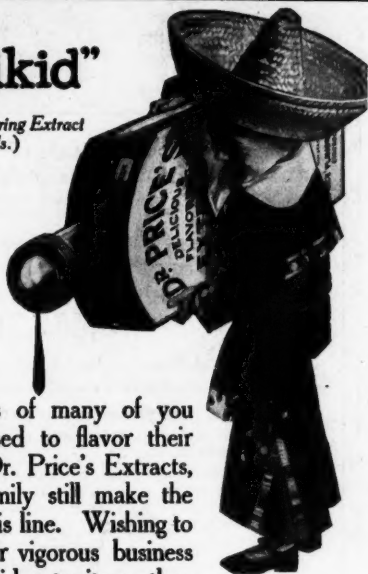
VOL. XC

NEW YORK, MARCH 18, 1915

No. 11

The "Tropikid"

(Newly adopted by Price Flavoring Extract
Company, Chicago, Ills.)



THE grandmothers of many of you who read this used to flavor their cakes and pies with Dr. Price's Extracts, and the Dr. Price family still make the standard products in this line. Wishing to add new vigor to their vigorous business and reach out into wider territory, they have come to Advertising Headquarters to get the job done right. The "Tropikid," whom you see here for the first time, will help in the good work.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

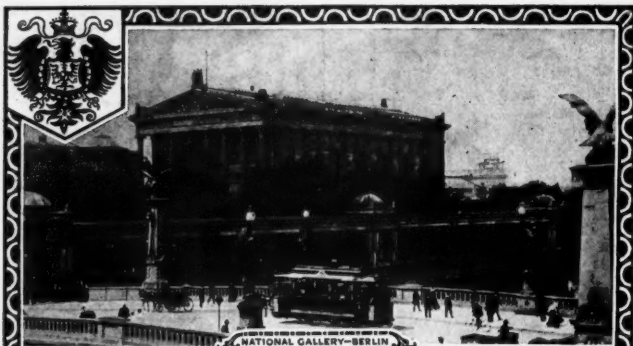
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

II (This is Advertisement Number Seventy-seven of a Series)



The two great Capitals of the Teutonic Alliance contain a total combined population of
3,708,857.

The Subway and Elevated lines of New York and the Brooklyn Rapid Transit System carry an average DAILY passenger total of

3,482,355

The vastness of this car card and poster circulation may be more readily visualized by advertisers if viewed in the light of such a comparison.

The merits of your product can be placed DAILY before the eyes of these earning, buying, rapid-transit millions for less than three cents per thousand circulation.

We have exclusive control of the card and poster space on the Subway and Elevated lines of New York and are sole agents for all car advertising in Brooklyn. Over 67% of Greater New York's total passenger traffic is carried by the cars under our advertising control.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XC

NEW YORK, MARCH 18, 1915

No. 11

How Shall the Manufacturer Improve His Salesmen?

Experiences of a Retailer Who Has Dealt with Thousands of "the Boys"

[EDITORIAL NOTE:—The following article is a composite photograph of a great army of salesmen as a merchant has watched them work. This dealer has no theories to expound—he has given just the experience article the editor of PRINTERS' INK asked him for. Advertisers will note at once that salesmen are still committing some of the most ancient of selling sins. But good or bad, it is well to note that the attitude of salesmen is a fairly accurate reflex of that of the houses they represent.]

I'VE been observing traveling men and their work for the last five years. In that time close to ten thousand men have called on me for the purpose of selling goods. In this article I am going to try to tell how they impressed me, and how effectively they voiced the policies of the houses they were representing.

The personnel of the men on the road has improved greatly during the last few years. There are still a few of the old-fashioned drummers out peddling goods, but they are in the minority. The new type of traveling men sell goods. The drummer bulldozed folks into taking them. The new salesman is broad-gauged, alert, ambitious and well trained.

Readers of PRINTERS' INK will be most interested in a discussion of the attitude of salesmen toward advertising. In the main they believe in it, but in only a half-hearted, lukewarm way. Of course, some of the representatives of the successful advertisers talk advertising just as intelligently and as convincingly as they talk their merchandise, but this class of salesmen are in the minority. The majority of men on the road do not talk advertis-

ing. Many of them can't talk it, except superficially. If an advertising man were to take the retailer's place in his store for a few days and interview the traveling men who call, this is the thing that would surprise him most.

NOT SURE OF THEIR GROUND ON ADVERTISING

Among the hundreds of salesmen I know, only a very few can discuss advertising as though they knew what they are talking about. They seem to approach the subject cautiously, as though fearing the dealer may be opposed to advertising. When advertising is attacked, as it frequently is by a certain type of retailer, the salesman can't defend it, and show his opponent that he is wrong. He will fight to the last ditch for his house and its products, but when it comes to defending the advertising policy of the firm, he is weak-kneed and quickly puts up the flag of truce. He usually closes the subject by saying, "You may be right, but it seems to me the house would not be spending all that money for advertising if it weren't a good thing." Salesmen of this type have no definite idea of just what advertising is doing for them. They have no clear-cut impression of how advertising is helping to sell their merchandise. They have no knowledge of the economic principles that underlie all advertising. To them the benefits to be derived from it are remote and problematical. There is nothing certain about it.

Table of Contents on page 94

In a way salesmen should not be censured if they are skeptical about advertising. Most of their employers feel the same about it. They shut down on their advertising at the slightest excuse. Advertising is always the first expense to be eliminated during a period of retrenchment. This all goes to prove the truth of the statement once made by Cyrus Curtis to the effect that most advertisers have no real faith in advertising. Until all advertisers know that steady, never-ceasing, year-in-and-year-out advertising is a necessary and most vital part of their selling effort, and that they can discontinue it no more than they can stop putting fuel into their engines, it is to be expected that many salesmen will consider advertising as a helpful though unnecessary little side issue.

WHY SOME SALESMEN ARE WARY

Salesmen have seen a great many advertising campaigns fall flat. They have seen how long it takes a lot of ordinary advertising to have any real and permanent effect on the business of the retailer, and have concluded that all advertising is that way. They have seen the dealer substitute non-advertised goods for the advertised kind almost at will, and for this reason have been led to doubt the potency of all advertising. They have come in contact with the ignorance and the shiftlessness and shallowness of the public, and have almost come to the conclusion that it is useless to try to tell the people anything and have them pay any attention to it. The salesman knows that there are many persons who never heard of Palmolive Soap, Colgate's preparations, Royal Baking Powder, Coca-Cola, and all the other well-known brands, just as there are persons who don't know who is President of the United States, don't know in which State they live or don't know that there is a little internecine conflict going on across the waters. Such instances may seem exaggerated, but any one who deals with the public comes in contact with such ignorance every day.

As a rule, salesmen say nothing to me about the selling helps their firm is prepared to give me. The subject usually comes up, but in most cases I'm the one to mention it first. Six out of ten salesmen will tell you that they don't know exactly what the "advertising man can send you," but anyway they will put down on the order, "Send ad matter." Half of the time the "ad matter" doesn't come, and when it does come it is of such a nature that I cannot use it. One or two salesmen out of every ten know something about what the house can do in the way of rendering selling help, and usually make intelligent recommendations. Occasionally a salesman comes along that has samples or else photographs of the tangible dealer service his firm can give. In a week's work it is likely that a salesman will find no two dealers who will requisition exactly the same selling aids. Therefore, it is important that he know exactly what his firm has to offer. This will prevent a lot of unnecessary waste. The salesman could be of great help to the advertising department, if he only would. He is a medium of communication through which the most friendly and helpful co-operation could be established between the retailer and the service or promotion branch of the producer.

Until recently the sales and advertising departments of most firms did not pull well together. The salesman had little sympathy with the advertising efforts of his house. If we dug under the facts in the matter we might have found that he was a tiny bit jealous of the advertising. He felt that he could not afford to be too enthusiastic about it, as it might be the means of removing him from his job. It is a fact that up to a year or two ago, many salesmen regarded advertising as a rival rather than as an assistant. There is no way of telling how much this attitude interfered with the success of advertising in the early days, and how many advertising plans it wrecked. But of late the advertising and sales departments of most houses seem

to be working more harmoniously. It is one of the things that is making the traveling man more efficient. He is willing to concede that he can receive help from some outside influence and admits that the advertising makes his work easier and more profitable.

REFLECTING THE POLICY OF THEIR HOUSE

Very few salesmen are openly antagonistic to advertising. Those who are can be put in the drummer class, and that bunch of has-beens are not being considered in this article. Most of the representatives of the firms that form the backbone of American advertising adequately voice the publicity and merchandising policies of their employers, and it is only in exceptional cases and with minor details that one can find fault with their work. The vast majority of salesmen, not represented in these two classes, believe in advertising in a vague and unenthusiastic sort of way, but do not understand the subject fully, and do not make the proper use of it in their work, and do not give ample co-operation to their firm's advertising department.

What I've said so far about the attitude of salesmen to advertising is not merely my own off-hand opinion. It is a result of an analysis of the selling effort of three hundred and seven salesmen, made during the last three months, as they were trying to interest me in their lines. Perhaps over a thousand salesmen called on me in that time, but only about a third of them were given an opportunity to talk their wares. Seventeen represented manufacturers who advertise extensively. Eight of them were from concerns that advertise in a small way. One of them represented an advertising importer. Two of them were in the brokerage business for themselves. Forty-four of them were selling unadvertised lines, or if they are advertised I've never seen any of the copy. All of the rest were on the road for some jobbing house. All things considered the most tactful, convincing and best sales-

men, with two exceptions, were those selling advertised products. The two exceptions captured my entire herd of Angora, and took away my ill will with them. They insinuated that unless I bought a certain quantity of their goods, which was entirely too much for my little store, I was a dead one. They belittled my ability and did about everything they could to antagonize me. These men are obsessed with the idea that the retail merchant is made of inferior clay and has to be driven to do things that others consider good for him.

About half of the men selling unadvertised merchandise were good salesmen. In fact one of them is by far the best salesman of the three hundred and seven included in my record. This man is selling an excellent article that is never advertised and yet he does a tremendous business—due entirely to his superior salesmanship. What he could do if his merchandise were properly advertised to the consumer would be astounding.

I made it a point to broach the subject of advertising to each of these three hundred and seven men. Only two of them were opposed to it. Their reasons were illogical. One hundred and sixty of them believed in advertising, but were not well enough posted on the subject to talk it convincingly. Two of them were living files of PRINTERS' INK for the last few years, and knew all about advertising, advertised goods, advertising campaigns and advertising men, and thirty-two others knew enough about advertising to talk it intelligently to the dealer. The rest did not express an opinion on advertising and therefore I've counted their influence as negative.

Of the three hundred and seven men, one hundred and sixty-one were good salesmen, in as much as they did all they could and should do to sell their line. Nine of them were offensively persistent. The other one hundred and thirty-seven were in the order-taking class. In my opinion two hundred and four of the

men made a good impression for their houses. Some of the men who either tried hard to sell or did sell me, did something to impress me unfavorably, and, on the other hand, many of the order-takers made a distinctly favorable impression for their houses. While all of the three hundred and seven salesmen were not selling advertised goods, advertising had something to do with most of their lines, and it seems to me that only forty-two of them did justice to the advertising end of their propositions. About five salesmen adequately voiced the general policy of their firms to the one that properly voiced the advertising policy. No doubt these three hundred and seven men are fairly representative of the thousands of salesmen making the small towns all over the country. It is fair to assume that the facts disclosed through an analysis of the work of these three hundred and seven men would be the same were the number of men many times greater.

A few years ago nearly every traveling man on the road had something disagreeable to say about his competitors, but a better feeling now exists among the boys selling the same line of goods.

LOOK OUT FOR MEN LIKE THESE

Once in a while we retailers have to listen to the salesman who knocks so subtly that the sting is almost taken out of his remark. For instance, when you tell him that you are buying his line from Mr. Jones, of the High L. Company, he will say, "Funny about Mr. Jones. He is a fine salesman and a prince of a fellow. Everybody likes him. He could easily get a job with a better house." A remark of that kind was made to me yesterday. It shows how salesmen are improving even in the fine art of lambasting a competitor.

Many salesmen try to ingratiate themselves with the buyer through resorting to mean little tricks that are not only unnecessary but harmful. There is Mr. T. for instance. He is a representative

of a large New York house. He calls on me twice a year. I always order from him, first because he has an incomparable line, and second because he is a likable chap, and a buyer would be inclined to help him along with an order. He has a bad habit, however. He praises me sickeningly and at the same time knocks the other merchants in our town. He has no reason for doing so because two or three of them buy from him in much larger quantities than I do. He seems to be imbued with the idea that the other merchants are my enemies and the harder he berates them, the better I'll like him. This knocking habit lowers him in my estimation. The other merchants are my friends. I don't like to hear them abused. It is not necessary for a salesman to knock anybody or anything. We like the optimistic fellow, who has a good word to say for every one, much better.

And incidents of this kind occur almost every day. Here is another example. "You are the only merchant handling this line in town, aren't you, Mr. Tomkins?" said the salesman of a well-known Baltimore firm. "Why, no," I said, "the store up near the corner carries a much larger line than we do. They do more business, too." To which he replied, "I came to you because we want our goods placed with merchants, not with junk dealers." I didn't fall for his too obvious flattery. I know that my competitor to whom this pseudo-salesman referred has a larger and better store than mine, and even a child could see that he must have turned the salesman down. Trying to get a pull with a merchant by running down his competitor is poor salesmanship.

ALL SORTS AND CONDITIONS OF SALESMEN

Making extravagant promises and claims to get an order is another error many road men seem to make. Promising more than he can deliver and telling things about his goods that are not true will ruin the reputation of a sales-

ROBERT B. JOHNSTON

the well-known salesman
of advertising in the west-
ern field is now

**WESTERN MANAGER
OF
NEEDLECRAFT**

with offices in
PEOPLE'S GAS BUILDING
Chicago, Ills

NEEDLECRAFT PUBLISHING COMPANY

Will C. Izor
Advertising Manager

Member Audit Bureau of Circulations

man quickly, and make it hard for him to get the confidence of his trade. A couple of months ago I bought a large bill of a well-advertised line of art goods. When the salesman was handing me a duplicate of the order I said, "Of course you will give me the exclusive sale of this line in town, won't you?" I asked for this favor, not expecting to get it. Buyers like to get every advantage they can, and ask for much more than they know they can get. I was surprised when the salesman said, "Certainly, you can have the exclusive sale in this town. I'll call on no one else. In fact it is the policy of our firm to sell only one account in a place and then to do all we possibly can to develop that account." That little speech pleased me immensely, and I made up my mind that I would push the line like thunder.

Before the goods arrived I began to advertise them, saying that I had the exclusive agency for these goods for our town. I emphasized the exclusive feature of the proposition all I could. Imagine my consternation, a week or two later, when I found that the salesman had sold three other stores the same line of merchandise! I was branded as a liar, and it took a lot of explaining to square myself with my customers. The young man who took my order was afraid I would cancel it if he told me the truth. He lacked backbone. He also lacked confidence in his own proposition or rather in his ability to sell it to me. Many young salesmen on the road, hard pressed to get an order and afraid of losing their jobs, will almost invariably make ruinous concessions to the shrewd buyer.

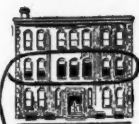
There is a class of salesmen who would solve all the retailer's problems by selling him more goods. No matter in what way your business is sick, more of his goods is the medicine that will cure it. Just this morning the representative of a manufacturer who advertises very extensively called on me. I handle the line, but have not been doing well with it. I told the salesman my diffi-

culties. He made light of them, and said they were easy to overcome. His way of overcoming them was to sell me more goods, although I already have more than enough. He offered me no real help. This man is a successful salesman, but his methods are not constructive. They are destructive of the best merchandising principles. His theory is to load the dealer, knowing that when the retailer is overstocked he will use extraordinary means to get rid of his surplus. This very thing causes a lot of price-cutting. Many times I've made drastic cuts in price-established, advertised articles simply because some salesman sold me more than I could sell within a reasonable time. I have never cut a price except to dispose of an overstock or to get rid of a sticker.

The methods of the new specialty salesman are much more scientific. He goes to the retailer and says, "We want you to take a case of these goods. That isn't much. We don't want to overload you. This product sells well nearly everywhere. It is being widely advertised. I know it will sell well in this town. This case will give you a good try-out on the merchandise. When you find the goods selling, you can order more." The man who speaks that way usually gets an order. His talk is too reasonable to ignore. He is honest in his recommendations. He asks the retailer to take one case whose capacity is limited to that quantity. He talks five cases, ten cases or twenty-five cases to those who can handle that much. How different from the old-time specialty man who tried to sell a carload to every little merchant he called on, and usually wound up by selling him ten times more than he could use!

USING THE "BIG STICK"

It seems to me that many salesmen are unnecessarily sensitive, and take turn-downs as personal affronts. A buyer has to be conservative. He has to be a little pessimistic and unenthusiastic. He can't show interest in every line that is shown him. I can't



Our printing plant
in rented quarters
fifteen years ago



Our Printing Plant
in our own building
to-day

One of the largest and most complete
printing plants in the United States

Place Your Large Printing Orders

In the Hands of a Large, Absolutely Reliable Printing House

Send Your Small Orders As Well

Our Specialties:

- (1) Catalogues
- (2) Booklets
- (3) House Organs
- (4) Trade Papers
- (5) Magazines
- (6) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

Copy Writing
Illustrating
Engraving
Electrotyping
Typesetting
(Machine and Hand)
Presswork
Binding
Mailing

If desired, we mail your printed matter direct from Chicago—the central distributing point.

Our up-to-date labor-saving machinery and equipment enable us to make exceptionally low prices and prompt delivery on our specialties.

The education and training of our employees, concentrated in one similar direction on the one class of printing in which we specialize, make the workmen more skillful.

Our plant is in operation day and night the year around. Quality work handled by daylight only. Our organization is excellent. When you put an order for printing in our care you relieve yourself of all anxiety. You insure yourself

QUICK DELIVERY—LOW PRICES—HONEST PRINTING

Our business has been built up by satisfied customers; by repeat orders. For some reason, printing orders, especially the larger ones, come to us from all the large cities and states from Maine to Texas.

You owe it to yourself and your firm to find out what we can do for you. Let us know when you will be in the market for a catalogue or any of our specialties and at the right time we will draw your attention again to our unusual facilities. **Let us put your name on our mail list NOW.**

Write us about your printing and your printing troubles. Ask us for quotations.

ROGERS & HALL COMPANY
Polk and La Salle Sts. CHICAGO, ILL.

let my daily purchases, on an average, run over \$50 or \$60. If I did, I would soon have bought more than I could pay for. That means I must turn down most of the salesmen who call on me. Regardless of how good their proposition is, I can't buy. I spend from one to three hours every working day of the year interviewing salesmen. When I am obliged to tell a road man, as I am every day, that I simply can't look at his samples, there is no reason why he should insult me, but many of them do. They tell me I am a has-beener, in so many words, or else intimate it so unmistakably that I can't misunderstand them. I find that veteran traveling men do this as often as the young recruits.

Most of the men on the road for wholesale houses appear to be mere order-takers, but in reality they are more than that. Usually they succeed in winning the confidence of their customers, and then find it so easy to sell them that it looks to an outsider as though all the salesman is doing is taking down an order. The boys from the wholesale houses understand the retailer better than other classes of salesmen do. They know when to sympathize with the dealer, and when to tell him that he is a fool. I am on the friendliest kind of terms with probably a hundred jobbing salesmen. These boys visit our town often. They always come in and have a pleasant chat with me. Of course they ask for an order and when they don't get it go away cheerfully, hoping that they will have better luck the next trip. These men are always welcome. They are bound to get some business sooner or later. It is seldom that a representative of a wholesale house pushes any particular line, except occasionally in a casual way. He is glad to get an order for anything, and considers himself as doing well if the volume of his sales, as a whole, keeps up.

We hear a lot about there being too many salesmen. The large number of traveling men on the road, each duplicating the

work of the other, is decried as a great economic waste. This is undoubtedly true. But there are also too many retail merchants, too many lawyers and too many doctors. Nearly every profession and almost every business is overcrowded. Why should this bother us? When a man can no longer earn his way at his work, he must find other work. When a salesman cannot sell enough to make a net profit, he automatically eliminates himself. The terrific competition among salesmen tends to improve the quality of their salesmanship. It elevates the standards of the profession. Competition may kill the weaker, but it makes the strong stronger. Retailing is also made more efficient because of the large number of salesmen calling on the retailer. Salesmen keep the retailer out of the rut, and make him improve his methods.

Reverses Conviction of Cash Register Co.'s Officials

The United States Court of Appeals for the Sixth District on March 13 overruled the decision of the District Court, which convicted John H. Patterson and twenty-six other officials and ex-officials of the National Cash Register Company of violating the criminal section of the Sherman Law. The case has been remanded to the lower court for a new trial.

The latest decision holds that the evidence on one count was insufficient and that neither of the other two counts should have been considered by the District Court which tried the case.

Death of Justin McCarthy

Justin McCarthy, advertising manager of the department store of Abraham & Straus, Brooklyn, died at Atlantic City March 8, aged 42 years. He had worked his way up from a reporter for the *Brooklyn Eagle*. He had been a sufferer from heart disease for almost a year preceding his death.

Mr. McCarthy was a member of several clubs, and secretary of the New York Sphinx Club.

Death of Samuel Bowles

Samuel Bowles, editor and publisher of the *Springfield, Mass., Republican*, died March 14, aged 64 years. He was the third of his name to be identified with journalism in Springfield, having assumed direction of the editorial and business policies of the *Republican* in 1878, upon the death of his father.

Policies That Put the Hoosier Kitchen Cabinet at the Front

A Story That Describes Briefly the Work That Made a Real Success

FIFTEEN years ago the Hoosier Manufacturing Company, of New Castle, Ind., used a 70-line advertisement of Hoosier Kitchen Cabinets in the *Woman's Home Companion*. That was its first announcement in a national medium. It was also the first national advertising of kitchen cabinets.

Beginning in that modest style, with an ad costing \$47.50, the company has consistently expanded its appropriation, increasing it as sales grew, until it is now one of the leading general advertisers of the country, doing a business of millions each year. But that first little ad startled the furniture dealers much more than a full-page announcement in all the magazines does now.

ADVERTISING GETS THE CREDIT

The Hoosier business, which stands at the top of the kitchen-cabinet field, and, it is asserted, produced a million dollars of profit for its retail distributors in 1913, is the product of advertising almost exclusively. That its heads believed in advertising and had realized its creative power is demonstrated by the statement, that for years, and until the company was firmly and permanently established, every cent of profit was put back into the business and into advertising. Certain it is that the wonderful development of the business is due chiefly to the force of publicity.

As the company itself says, "We feel that the development of the kitchen cabinet business has been almost purely the result of a consistent advertising policy coupled with established prices. With the exception of one year's campaign, the Hoosier national advertising was the only kitchen-cabinet advertising that had appeared in national publications until two or three years ago. Our case offers an unusually clear example of the benefits that accrue to the consumer, dealer and manufacturer from advertising."

The powerful effects of general advertising are suggested by the company in the following, from its 1914 dealers' catalogue:

See How the New Hoosier Cabinet Outshines the Old

These two pictures show in marked contrast the development Hoosier Cabinets have made within the past few years.

At the bottom is the first kitchen cabinet ever built with the flour bin in the top. Compare with the beautiful lines and fine finish of the modern "White Beauty," it looks like a crude affair, but it created a sensation among furniture dealers fourteen years ago which some Hoosier agents still remember very distinctly.

The development of the modern kitchen cabinet industry, dates from the introduction of this first cabinet with the flour bin in the top. Up to that time, kitchen cabinets had been sold in competition with kitchen tables. A retail price of \$10.00 for kitchen cabinets was considered high, and even at this price, kitchen cabinets had small sale.

With the development of the new Hoosier, however, containing the flour bin in the top, and additional new conveniences added every year which actually save labor in the kitchen, the kitchen cabinet industry jumped into a prominence which has grown greater every year.

The Hoosier "White Beauty" has 17 features that are entirely new. More than \$1,000,000 worth of "White Beauties" were sold the first four months.

The Hoosier Mfg. Co.
New Castle, Ind.



The Latest Hoosier - White Beauty



The First Hoosier with a Flour Bin

FULL-PAGE COPY OF THIS KIND KEEPS DEALERS AWAKE TO THE FACT THAT THEY HAVE A LIVE LINE

"We keep jogging women's memories in a pleasant, gentle way every time they open their favorite magazine. About a hundred million times a year, to put it roughly, some good woman sees a Hoosier ad peeking at her around the corner of the page. If you doubt this, ask her."

Yet, although it is intimated here that the advertising produces general results rather than direct returns, one of the reasons for the strong hold which the company has on its dealers is the constant evidence which is given them, through inquiries developed from the magazine advertising, that it really does pay to advertise.

The writer was in the store of a leading Hoosier distributor recently and commented on the amount of newspaper space the latter was using to boost kitchen cabinets.

"Yes," he replied, "and we pay for every cent of it, too. The Hoosier Manufacturing Company is doing its share by advertising in the magazines—we got three inquiries from the factory to-day produced by these ads; and it expects us to look after our local advertising. We're perfectly willing to do this, because we are the exclusive local agents, and because we believe that this exclusive privilege is worth enough to justify our spending some money."

DEALERS MADE EXCLUSIVE AGENTS

This brings up the subject of the company's methods of handling dealer and distribution problems generally. The enthusiasm and loyalty of Hoosier dealers have been a remarkable feature of the furniture trade. In view of the amount of general advertising it has been doing, and the number of other kitchen cabinets which have been put on the market, it has occasionally been suggested that appointing one dealer in each community and expecting him to get all of the possible business is not the most effective method. But inasmuch as those who are licensed Hoosier dealers appreciate the fact that they have an opportunity to get all of the trade

on what is regarded as the leading kitchen cabinet, the amount of advertising and other sales work which they do is remarkable compared with the usual efforts in this direction.

The dealer referred to above had put on a special Hoosier sale the week before, in which he had used big space, averaging over a quarter of a page, in all his local dailies. The sale had run for the entire week, and the advertising expense to the retailer had been in the neighborhood of \$250. Yet he seemed to have been perfectly satisfied with his expenditures.

He explained that the company provides in its contract that the dealer attend to the local advertising, though no specified amount is suggested. The company, he said, furnishes copy, cuts and other assistance, but the dealer pays the entire cost of the ads.

"The arrangement suits us," he concludes. "Advertising Hoosier cabinets pays."

GETTING DEALERS TO HELP

The company has done some fine work in showing the dealers the value of co-operating with it in advertising and pointing out that the manufacturer is doing his part in the general mediums. In the catalogue referred to above the Hoosier concern says:

"You'll find 67 out of any 100 women you know already know the Hoosier and think it an excellent cabinet. Forty-nine of this 67 never even heard of any other. Has anything else you've ever advertised got the attention of 67 per cent of the women in your community?"

"The men who got most of that Hoosier million last year say that when they fill their local newspaper space with 'Hoosier' they get two dollars' advertising value for every dollar they spend."

Thus the exclusive-agency plan, while apparently limiting the sales possibilities, really results in intensive effort on the part of the local distributor that would never be given if other concerns were to share in the benefits resulting from advertising the Hoosier cabinet.

One of the features of the company's policy upon which most stress is laid is price maintenance. This, the manufacturers state, is to be coupled with advertising in explaining the success of the business.

Every dealer who sells Hoosiers has signed a contract agreeing to maintain the price, and every cabinet carries the famous Hoosier license notice. Licensing the dealer to sell at a fixed price, and letting the user know that the dealer is required to get this price, or royalty, has a great moral effect, and, in view of the legal situation, it is this moral effect more than anything else that is striven for.

THE HOOSIER LICENSE

The license notice used in connection with the cabinet is as follows:

The patents under which the Hoosier Kitchen Cabinet or parts thereof are manufactured and licensed for use are as follows:

Extension top, No. 820-726, May 15, 1906; extension top, No. 901887, Oct. 20, 1903; latches, No. 433032, Oct. 13, 1910; latches, No. 949843, Feb. 22, 1910; trademark, No. 66022, July 2, 1907; flour bin, No. 948-703, Feb. 8, 1910; full extension top, No. 970-537, Aug. 8, 1910; reminder dial, No. 974806, Nov. 8, 1910; flour sifter, No. 1075474, Oct. 14, 1914. Other patents pending.

The Hoosier Kitchen Cabinet is manufactured by us under our patents above noted, and is licensed for the term of the patent having the longest time to run. It is licensed for domestic use only, and not for advertising or display purposes, except by the special permission in writing given by The Hoosier Manufacturing Company. No license to use the cabinet is granted to the public until the full royalty shall have been paid, or a contract shall have been made for the full payment as herein-after described.

Upon the repayment by The Hoosier

Manufacturing Company to the user, of this royalty paid by him, less five per cent per annum of the full royalty for each year or fraction of a year that the user shall have had the use thereof, The Hoosier Manufacturing Company, by virtue of the title which it retains, shall have the right to repossess said kitchen cabinet on any breach of the consideration of this license.

All patent rights are reserved by the licensors, except those herein granted to the licensees upon the performance of the conditions noted. Any excess use or violation of the conditions of this



THE EXCLUSIVE DEALERS HAVE FOUND IT PROFITABLE TO
BACK THE CABINET WITH NEWSPAPER COPY OF
 GENEROUS PROPORTIONS

license will be an infringement of said patents, and render all parties connected therewith liable to suit for injunction and damages. Only the right is granted to Hoosier dealers to convey the license to the public to use the said cabinet, only after a royalty of not less than the amount specified in the price list shall have been paid; and upon further consideration that all of the conditions of this license shall be strictly observed.

THE SATURDAY EVENING POST

THE MYSTERY STORY



"His Master, in State of the First Courtroom, the Question of Justice to Him"

WAS it not De Maist who said modern people always imagined that words of art were produced with ease because they themselves never, under any circumstances, did anything which was not easy for them? The common idea that the author of a short story is seated with his inspiration and writes it out at once, scattering the pages about him, is a sign of the fancy. Some one asked Charles how he composed his books, and he said he wrote the first sentence and trusted the Lord for the second.

It is true that the only direction one of the greatest painters left behind him for the production of a masterpiece was to do it in a hurry and put on lots of varnish. All this is the laughter of genius, however. The short story, like any work of art, is produced only by painstaking labor and according to certain structural rules. The laws that apply to mechanics and architecture are no more certain established than those that apply to the construction of the short story. These rules have been known for hundreds of years.

Aristotle laid down precisely how the short story ought to be built up. He was dealing with the structure of the drama, but what he had to say about the play applies equally to the short story. The highest type of short story will be found to follow precisely the rules laid down in the Poetics.

It may be suggested that men who never heard of these rules have produced excellent short stories; but it must be remembered that the men who have done this have followed the rules—that is to say, they have instinctively known the right ought to be done. And when they had finished, their story, excellent, followed the rules assembled in the Poetics.

Through libraries of books have been written on the subject, all that is known concerning the proper structure of the short story may be given in a small space—the Poetics of Aristotle, Macgregor's Essay on the Novel, a few paragraphs from Poe, one or two suggestions from Mark Twain, and a single rule from Walter Pater. Outside of these there is nothing to be learned on the subject.

The Plot and the Problem

THE first place the short story must have is a plot. The plot is the story, and it is the story that must be put together, like the puzzle, before the story is written. The story is the building of a short story, and it is the story that must be put together, like the puzzle, before the story is written.

By Melville Davies
ILLUSTRATED BY HAN

story makes one of these lines. It is useful when it is drawn and also helps to make the end of the story. It is not too much to say that, before the end of such a story, he ought to be able to make a diagram of it which would show the plot, just as an architect is able to make a diagram of the structure of a building, or the artist is able to make a picture of the picture he proposes to paint. It is a picture that is built.

His skill would draw of unobtainable houses until he had made definite, specific construction; nor must any man undertake a story until he has made such a plan for it. It is essential.

In order to be of universal interest to the end of the story, as the Greek pointed out, the mind is produced. It must be something to interest the mind a problem. It must move from event to another, the reader being interested in the movements, until the whole story is before him. And as one thing happens in life and we do not realize the scope of an event to arrive, so, in the construction of the story, it must be in proper sequence.

For the purpose of developing the story, the author must select characters and plot a whole as arbitrary thing. It must be made the plot, he may take characters from life or he may modify them, but if he would result he must make the incidents from life-Greek said.

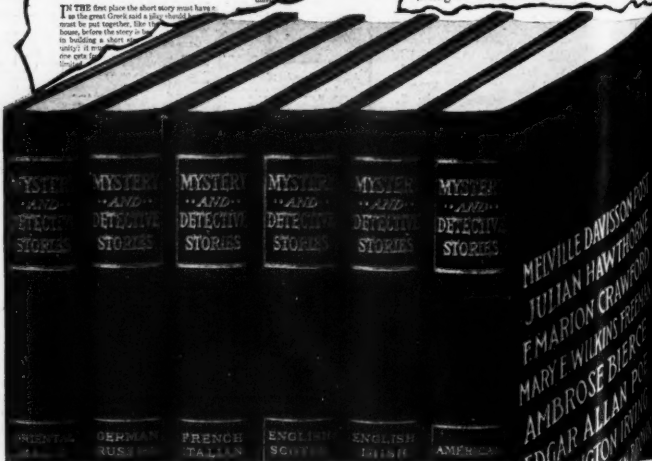
"Give the objects of the story are more or less the same, but the characters are different."

THE BALTIMORE SUN
POST HONORED

YOUNG WEST VIRGINIA AUTHOR
GIVEN PLACE AMONG BEST
"PROBLEM" WRITERS.

The Review of Reviews has just issued a set of six volumes, containing what its board of editors declare are the best "mystery" or "problem" stories in the world. Of this set there is one volume selected from American authors—the other five volumes being foreign.

Among the American authors whose stories are cited as masterpieces is one lying author from the south, Melville Davison Post, of West Virginia (now of Grafton, formerly a Wheeling lawyer). His story, "The Corpus Delicti," is included in the American volume, along with Poe's "Gold Bug" and Washington Irving's "Wolfert Webber."



MELVILLE DAVISSON POST

regarded as the greatest living authority on the short story and especially the mystery story—examples of his work are taught in Columbia and other universities—begins a series of his famous "Uncle Abner" Stories in the April 1915 issue of

THE RED BOOK MAGAZINE





McCLURE'S

in the

Big Size

with the Little Rate

McClure space has never been sold on a bargain basis—and it won't be long.

But right now, it can be bought that way with a vengeance!

A few hundred dollars in McClure's buys more space and more circulation than the same amount of money in any other reputable medium—more than any standard magazine, or any woman's magazine, or any weekly, or any mail-order publication.

And it buys what you can't get in any of them—McClure quality, McClure influence, McClure buying power, McClure circulation backed by the McClure guarantee.

*The Early Advertiser Gets
the Little Rate*

Forms for June, the second issue in the Big Size (680 lines), close April 15th

This license is good only so long as a duplicate of this label remains on said cabinet. Any erasure, alteration or removal of said label, or any of this Hoosier company's labels or parts of said cabinet or marks attached to this cabinet, will be construed as a violation of this license.

Provided that the licensee shall have faithfully observed the conditions of the license, this cabinet at the expiration of the license shall become the property of the licensee.

Acceptance of this cabinet is an acceptance of these conditions. All rights revert to the undersigned in event of violation.
THE HOOSIER MANUFACTURING CO.
New Castle, Indiana.

It will be seen at once that this license notice is similar in most of its provisions to that used by the Victor Talking Machine Company on its patented goods. The Victor license is shortly to be passed on by the courts, in the suit brought by the Victor Talking Machine Company against R. H. Macy & Co., for alleged violation of the terms of the license, and the outcome of that case will go far toward determining the ultimate value of this type of notice.

HOW THE POLICY WORKS OUT IN PRACTICE

The writer was in a furniture store recently talking to a salesman who handles Hoosier cabinets. The latter told of a sale he had made that morning of a cabinet which the customer agreed to take if the price were reduced one dollar.

"I told him we couldn't do it," said the salesman, "and showed him the license notice. He took the cabinet at the list price."

In a letter which the company recently wrote the following comment is made of maintained prices:

"It is significant to note that the

Hoosier cabinet is the only one which is sold at a rigidly maintained retail price. We believe that this protects the consumer and the dealer universally and makes for confidence."

In the same letter the company showed that by increasing its sales through advertising it had been able greatly to increase the value of its product, and thus to give

Your Money Back If You Are Not Delighted With It



"White Beauty"
A scientific kitchen cabinet of wide renown.

In This NEW HOOSIER Your Whole Kitchen is at Fingers' Ends

You can sit down at work with this beautiful new Hoosier and save miles of steps. It combines Three Big Cupboards, a Large Pantry, Special Bins, Compartments, and dozens of Labor-Saving Features around a heavy metal table that slides out 16 inches.

YOUR NEED FOR "WHITE BEAUTY" you will not question when you have it and convenient.

YOU MAY CHOOSE between two dominating models—"White Beauty," which has a waterproof, ivory-white enamel upper cupboard, and the models with merely an "Oak" interior, at slightly low price. Money back if not delighted.

ANSWER THESE TWO QUESTIONS:

1. Am I doing justice to myself and my family by wasting my strength when a Hoosier would save it, or
2. Shall I write now for detailed information about the new Hoosier features.

THIS MONTH the Hoosier agent in your town (there is only one) will very likely hold a limited sale of Hoosiers on the famous Hoosier plan. Here are the terms:

1. If you like the cabinet you choose in your town.
2. If you wish quickly pay for it.
3. The Low Cash Price fixed by the factory prevails strictly.
4. No interest. No extra fees.
5. This sale is under direct supervision of the Hoosier Company.
6. Your money back if you are not delighted with your Hoosier.

THE HOOSIER MANUFACTURING COMPANY, 1412 Grant Street, New Castle, Ind.
Branch: Pacific Building, San Francisco 4000 Agents in United States and Canada
Only one dealer in any town sells Hoosiers

THIS FULL-PAGE NATIONAL COPY TO-DAY CONTRASTS WITH
THE 70-LINE COPY RUN IN THE BEGINNING FIFTEEN
YEARS AGO

the public better values than before.

"For example, during the panic of 1908," it said, "we brought out a cabinet known as the 'Hoosier Special,' which we featured exclusively in our advertising. As a result of this campaign our sales increased 36 per cent, and the following year we added two dollars to the factory cost of the cabinet without increasing the price. This policy we have followed every

20,000 Hoosier Cabinets were given for Christmas

last year. 700,000
women now use them

Note These Exclusive Features

- (1) The Christine Frederick's design (the Hoosier) is a "Crazy" one—so utterly surprising (indeed—) that you shall be back for dinner! You shall be to the most you want and a complete outline of a perfectly balanced meal is before you—an exclusive Hoosier feature that is an invaluable help.
- (2) The Cook-book Holder on the side-cupboard door does not come out at all, so it is never out of use. When you are cooking, simply open the door and the proper page behind the holder. It is on a level with your eyes, always clean, never in the way.

There are 48 Special Concessions in the NEW HOOSIER—17 are entirely NEW

- (3) The Hoosier Metal Table fits into 20 models. It is low and easy to sit on. The sliding glass front makes it to clean the entire top easily. The inside is made of metal, with no corners to hurt you. First floor is always out first.
- (4) The New Shaker Floor Shelf is the most wonderful of all the new Hoosier features. It is the only floor shelf ever made that slides free through instead of grinding it through. It comes out and cannot pinch through any gift or fragile substance that might be in the way. It makes floor fully out light.

Every Hoosier Cabinet is built of carefully selected and seasoned oak. This extra quality guarantees lasting service.

"You and Your Kitchen"

By Mrs. Christine Frederick

FREE

This book describes Mrs. Frederick's five years' experience with the Hoosier in her Experimental Kitchen, and treats YOUR kitchen problems in a SIMPLE, BRIEF, SCIENTIFIC MANNER. It is filled with illustrations and will prove a valuable help to you. Send for it now. You do not obligate yourself by accepting.

year in greater or lesser degree, depending upon the increase in business. Our cabinet now selling at \$25 is a much greater value for the consumer than the one which sold at \$25 a few years ago; this in spite of the fact that lumber in the past ten years has greatly increased in cost and that our labor costs have come up

every agent who handles the Hoosier. The writer knows of one furniture concern which was opposed to the club plan, and for several seasons did not use it. It offered to give up the agency rather than resort to this system. The company refused to appoint another dealer and contented itself with smaller sales until, a little later on, the dealer put the club idea into use all over the house, featured Hoosiers on the dollar-down-dollar-a-week plan, and increased his business several hundred per cent on this line. Now, of course, he is more than willing to adopt any selling suggestion which the factory makes to him.

SHOWING DEALER VALUE OF EXCLUSIVE AGENCY

The value of its exclusive agencies, as suggested above, is thoroughly appreciated by the dealers. It is hammered home this way in the catalogue:

"When you sell a woman a Hoosier cabinet you make a friend. If you have the exclusive sale of the Hoosier in your town you have an asset whose value grows with every new customer. This exclusive-agency policy is a fixed feature of our business. When a man thinks enough of us to put all his eggs in one basket and push Hoosiers, we think enough of him to give him all the business on our cabinet in his community. He owns his local field, so to speak, and it is valuable property.

"Every furniture dealer in America has heard of the Hoosier Club plan. Everyone knows that live selling plans go with the cabinets. The word 'Hoosier' was printed probably a billion times last year, and we furnished most of the printed matter. The backing a Hoosier agent gets from us is limited only by the Golden Rule."

The company has been a consistent user of trade journals, and the latter have played an important part in keeping the retailers keyed up to the importance of the line and the advantages of handling it. A trade-paper publisher

DO YOU USE SIGNS?



YOUR
NAME
HERE

YOUR
NAME
HERE

BEAUTIFUL, POWERFUL SIGN THAT ADVERTISES YOUR WHOLE STORE

It ties up to a big magazine campaign the year around. Size nearly 2 x 4 feet, 128 x 40 inches printed in 8 colors, on heavy 26 gauge steel, back coated with best paint to prevent rust. The lowest price for which such signs have been sold is \$2.00 each. You can have 12 or more of these signs with your name and address for

\$1.00 each (L. A. & Zanesville, O.)—We pay the rest

Signs like these often last many years. If these signs last only three years your cost per sign is about one-twentieth of a cent per day. We believe this is good advertising for your store at a very low cost.

The sign makers guarantee these signs to be satisfactory. Delivery will be made early next spring, or sooner if desired. Our order must go to the printers right away. Fill out the coupon at once and send it in.

The Hoosier Manufacturing Co.
New Castle, Indiana

Can't get Money Now—Reply Your Old and New Cast & Supply

The Hoosier Manufacturing Co., New Castle, Indiana

Please enter our order for _____ 28 x 48 inch signs as described in your circular. On all the above signs our name and name of town are to be printed. Price of signs \$1.00 each. This order is to be on the following terms, payable 30 days from date of invoice. Not subject to countermand. P. O. & Zanesville, O.

It is agreed that in case you do not obtain sufficient orders for these signs to warrant your undertaking the proposition, you will notify us prior to _____, and the order will be cancelled.

Signed
Town
State
Date

COLORS FOLDER SENT TO DEALERS OFFERING SPECIAL "HELPS"

about 20 per cent. There has not been a single year since we began making Hoosier cabinets that we have not increased the value put into the cabinet and improved manufacturing and packing methods as a result of increased volume."

The close co-operation between the company and its dealers is evidenced by the fact that its "club" or instalment plan of selling has been adopted by practically

wrote as follows regarding his view of the advertising which has been done by this concern:

"They started in on a vigorous advertising campaign, both through magazines of general circulation and the trade papers, and all of a sudden the kitchen cabinet became the most-talked-of article of furniture made. To-day the kitchen cabinet is the best-advertised article of furniture manufactured, and I think in late years more money is made on this particular line than anything else."

Testimonial Dinner to William Boyd

A testimonial dinner was given yesterday by the friends of William Boyd, the Western advertising manager of the Curtis Publishing Company, who has been appointed to succeed E. W. Hansen as advertising director of the Curtis Publishing Company in New York.

The dinner was held at the Mid-day Club, Chicago, at two-thirty, p. m. The committee in charge of the dinner was C. H. Stoddard, chairman; C. E. Raymond, A. D. Lasker, M. W. Cresap, James Verree, R. T. Stanton and William H. Rankin.

William D. Nesbit, a fellow townsman, and fellow churchman, acted as toastmaster.

Window Display Contest

The Rice Leaders of the World Association is advertising in trade papers a window display contest, offering prizes amounting to \$15,000. Judgment of the windows will be through photographs of the displays. The hundred displays chosen by the judges as best will be reproduced in book form, and a copy sent to each dealer entering the contest.

Shay Returns to East Aurora

Edward J. Shay has returned to East Aurora, N. Y., as advertising manager of the *Philistine* and the *Pra*. Several years ago Mr. Shay went to Baltimore as advertising manager of the Baltimore Bargain House, and later entered business for himself. He was president of the Baltimore Ad Club, at the time of the Baltimore convention of the A. A. C.

To Represent St. Louis "Sporting News"

The St. Louis *Sporting News* has appointed Cone, Lorenzen & Woodman foreign advertising representatives.

Bromfield & Field, New York, are placing advertising in a list of national magazines for the Ajax-Grieb Rubber Company, manufacturer of Ajax tires.

Quota Contest That Plays Up the "Team"

Salesmen's Contest of Varnish Advertiser Thought to Be Improved by Plan That Puts Emphasis on Co-operative Quota—Use of Picture of Tank to Show "Bogey" and Sales Level

A SUGGESTIVE variation in house salesmen's contests has been worked out for the 29 or 30 travelers of Moller & Schumann Company, Brooklyn, makers of "Hilo" and other varnishes, enamels and japans. It makes the increase of house business the central fact, and the increase of individual business only incidental to it, thus seeking to stimulate team loyalty and eliminate the undesirable features of individual jealousies.

A certain figure was set as the house's expected production for 1915, and the bogey or quota of each salesman was proportioned in relation to the total.

A picture of a tank was printed in the house publication, "Hilo World," to represent the quantity which salesmen were expected to sell. The output sold for January was indicated by the level of "varnish" in the tank. A tick on the side of the tank indicated what should have been sold, on the basis of an average monthly sale in January for the last five years, applied to the 1915 production figure. Theoretically the tank should be empty at the end of the year, at which time the contest closes. It will be, if the salesmen make their quotas.

"Our men have taken a great deal of interest in this feature of the contest," says Carl J. Schumann, the advertising manager. "Each man now understands that he is not only working to make good on his quota, but to assist the company in disposing of just so much of its output. If he does make his quota he profits financially in proportion.

"At the beginning of each month the salesman receives a copy of the 'Hilo World' and

the tank shows where the company stands as a whole. He also receives his sales total for the month which he records on a special sheet, which shows him at a glance whether he is doing his full share.

"Another interesting feature of this contest is our special reward by way of points to salesmen who resell a preceding year's new account. All business at some time or other has been new business,

For every \$250.00 increase over your bogey—3 units.

For every new account—1 unit. New accounts under \$50 eliminated; an 18 months' inactive account considered as a new account.

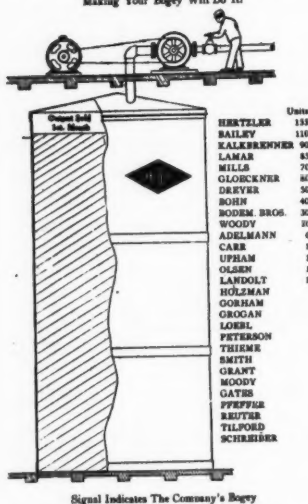
For every 1914 new account to which you sell over \$100 in 1915—2 units.

For the lowest selling cost—100 units; 90 to the 2nd lowest; 80 to the 3rd, and so on.

For the lowest percentage of bad accounts—75 units; 70 to the 2nd lowest, 65 to the 3rd, and so on.

Honor Prizes: \$100 to salesman with largest number of units; and other prizes of \$80, \$60, \$40 and \$20.

Will You Empty The "Hilo" Tank By December, 31st?
Making Your Bogey Will Do It!



SHOWING GRAPHICALLY THE MONTH'S SALES, AND WHAT THEY SHOULD HAVE BEEN

and it follows that if we are able to hold our new business we will cure one of the greatest diseases that the sales department meets, viz., a constantly shifting current of customers on the books, the continual loss of accounts which must be replaced by other business. We have adopted the slogan, 'Hold the Customer—Obtain Repeat Orders,' and are working toward that end."

These and other features of the contest are epitomized in these conditions:

For each 1 per cent increase in sales over your bogey—2 units.

Congress Passes Law for Standard Barrel

A new law for standard containers and measures for fruits, vegetables and other dry commodities will become effective July 1. Barrel manufacturers, vegetable and fruit grower associations and packers generally have urged the passage of such a law, which will help to establish uniform trade conditions in the various States.

The standard barrel for fruits, vegetables and other dry commodities is to be made of staves 28½ inches in length, diameter of heads 17½ inches, distance between heads 26 inches, circumference of bulge 64 inches, outside measurement. The barrel may be made in other forms, but must provide for 7,056 cubic inches of contents.

To ship, pack or sell dry commodities in any other than the standard barrel and its multiples will be punishable as a misdemeanor, liable to a fine of \$500, or imprisonment, or both, except that barrels may be differently constructed for the foreign trade according to the directions of a foreign purchaser provided such construction does not conflict with the laws of a foreign country to which such shipments are made.

The director of the United States Bureau of Standards and the Secretary of Commerce are to have jurisdiction over the operation of the new law.

The Tobacco Industry in 1914

The customary gigantic increase in the country's output of cigarettes, and the usual decrease in the production of both large and little cigars, as well as a decrease in the production of manufactured tobacco, are revealed in the Internal Revenue records for the tobacco industry during the calendar year of 1914. The figures have just been made public. The cigarette output for the year is placed at 16,513,726,013, an increase of 692,134,956 cigarettes over the 1913 production. The cigar output in 1914 was 7,308,736,258, a decrease of 418,116,302 from the production of the preceding year. The output of little cigars was 1,059,656,354, or 95,654,760 little cigars less than the number made in 1913. The manufactured tobacco output in 1914 was 443,758,444 pounds, a decrease of 7,095,211 pounds from the preceding year's production.

BECKER MILLING MACHINE COMPANY
HYDE PARK, MASS.

February 18, 1915

MR. FREDERICK S. WEATHERBY
New England Manager
American Machinist, New York

DEAR MR. WEATHERBY:

The increase in space that we made in your paper, temporarily in December, from one-half page to two pages per week, expecting to run same only a month or two has proven more than satisfactory, bringing in hundreds of inquiries, not only from this country, but many foreign ones.

Best of all, it has actually helped us to close orders that we can trace amounting to \$25,000 since January 1st. Only today we have received an order from a rifle concern for three of our Continuous Milling Machines, direct from this advertising with you.

We feel that business is now permanently improving, for most all of these orders have been from concerns right here in America, for Continuous Milling Machines, equipped with our special fixtures, to manufacture duplicate parts in quantities.

Being optimistic as to the future and believing that we are on the eve of at least several years of great prosperity, we have decided to use this double page regularly every week in the American Machinist and will kindly ask you to send us a contract to sign on the basis of 104 pages for the coming year.

Yours truly,

BECKER MILLING MACHINE CO.
John Becker, Jr., *Treas. and General Mgr.*

What Mr. Magill told Printers' Ink's Chicago Man

Chicago Report

PRINTERS' INK PUBLISHING CO.

Firm: MAGILL - WEINSHEIMER

Business: Originators and Producers of
Advertising and Sales-promo-
tion Plans and Literature

Address: 1322 S. Wabash Ave., Chicago

February 27, 1915.

MR. HOPKINS:

Their next insert will be ready for March 11th* issue. Mr. Magill showed me a sample and it is some insert. Shows how the various big advertisers are using their photo offset process for catalog covers, house organ covers, etc.

They seem quite pleased with the results from the first insert which has so far produced over 125 inquiries. Several mighty good orders have been received—for instance, Mr. Magill told me they sent a salesman out to a nearby city with the inquiries from there, and he brought back five orders.

Mr. Magill also mentioned one job secured directly from PRINTERS' INK which runs over \$6,000.

ASPLEY.

* Already appeared Mar. 4th.

Latest Trade-Mark Decisions by the Court of Last Resort

Special Washington Correspondence

ADVERTISERS who aim to perpetuate sales prestige by means of a trade-mark after patent rights have expired may find an additional judicial ruling for their guidance in an opinion just handed down by the Court of Appeals at Washington. This decision by the tribunal that might, perhaps, be designated the "supreme court of trade-mark practice," is one of several important opinions handed down during the past week or two and in every one of which the position taken by the Commissioner of Patents has been sustained.

Heaton-Peninsular Button Fastener Company, Appellant, vs. the Independent Button Fastener Company, are the parties to the controversy which called forth a new ruling with reference to trade-marks as successors of expired patents. An appeal was taken from the decision of the Commissioner of Patents granting cancellation of the registration of a trade-mark. The Heaton-Peninsular company had on August 9, 1909, registered under the 10-year clause of the Trade-Mark Act a trade-mark consisting of a pictorial reproduction of a staple-like button fastener. The trade-mark is a correct illustration of a fastener of which the Heaton-Peninsular company has owned the patent and which it manufactures.

Evidence was submitted to show that the pictorial representation involved had originally been used as a label on the boxes of goods sold by the firm, but about the time of the expiration of the patent the Heaton-Peninsular company began to use the word "trade-mark" in connection with the figure. When the Independent Button Fastener Company commenced to manufacture the same fastener this latter firm, in accordance with what is claimed to be accepted trade practice, put the fasteners in boxes bearing a label showing a reproduction of the ar-

ticle. The Heaton-Peninsular company gave notice to customers of the Independent company not to infringe its trade-mark and actually filed bills against some of them which it has been alleged seriously interfered with the sales of the Independent company and caused it loss. The Independent company therefore filed its application to cancel the registration of the Heaton-Peninsular company. The appeal that has just been decided is from a decision of the Patent Commissioner cancelling the trade-mark.

WHY CANCELLATION WAS UPHOLD

In the final disposition of the case just made, the Court of Appeals said in part: "The representation of the staple could not constitute a technical trade-mark as it is peculiarly descriptive of the article. Recognizing this fact the registration was applied for and granted under the ten-year clause of the statute. The label on the packages consists of a reproduction of the Vinton patent and became associated in the public mind with the manufactured article. Upon the expiration of the patent the right to manufacture the article passes to the public and the monopoly cannot be prolonged by the claim of a trade-mark descriptive of the article.

"The attempt at registration of the label is apparently an effort to prolong the monopoly of the patent. It is unnecessary to inquire whether the proof shows that the pictorial representation was used as a trade-mark for the ten years prior to registration and therefore capable of registration under the ten-year clause. We find no error in the decision appealed from and it is affirmed."

The Goodyear Tire and Rubber Company, Appellant, vs. the Republic Rubber Company, have been for several years past parties to a dispute which has just drawn from the Court of Appeals an opinion of some moment as to what con-

stitutes conflict of interest in trade-marks. The first-mentioned company took the case to the highest court in appeal from the decision of the Commissioner of Patents dismissing appellant's opposition to the registration of a trade-mark.

Difference of opinion on the part of the tire makers dated from the time the Republic company applied for the registration of a trade-mark for inner tubes of tires comprising a black stripe of uniform width helically disposed and applied to the surface of the tube. The Goodyear company in its opposition claimed that it had obtained the registration of a trade-mark for elastic vehicle tires consisting of a blue band or stripe positioned circumferentially on the tire, and centrally on the tread portion thereof. It alleged that the mark of the Republic company so nearly resembles its trade-mark and is so alike as to cause confusion in the trade.

In passing upon this case the Court of Appeals says: "Both tribunals of the Patent Office held that there is no difference between inner and outer tubes of tires because both are component parts of automobile and motorcycle tires and usually made by the same manufacturers. The Examiner of Interferences was of the opinion that the marks were so similar as to be likely to cause confusion in trade, and sustained the opposition. This decision was reversed on appeal to the Commissioner of Patents.

"The difference in color of the respective bands is not important. It is the location of the band that makes the difference. The helically disposed or spiral stripe of the Republic Rubber Company is so different from the circumferentially disposed stripe of the Goodyear company that it is not likely to cause confusion in trade. The decision appealed from is affirmed."

Recent activities with reference to the use of the word "Quaker" in trade-marks and trade-names may lend a special element of timely interest to the decision of the Court of Appeals in the case

of the Quaker City Flour Mills Company, Appellant, vs. Quaker Oats Company, Quaker Mills Company, American Cereal Company, Appellees. The appellant in this case appealed from a decision of the Commissioner of Patents wherein its application for the registration of the word "Quaker" as a trade-mark for flour was refused.

LAW DOES NOT CREATE THE TRADE-MARK RIGHT

Salient points in the opinion of the Court are as follows: "Registrations of the word 'Quaker' for flour and flour products extend back to 1895. As no evidences of abandonment of these marks appears they must be presumed to be still in use. The tribunals of the Patent Office did not consider it necessary to pass upon the question of priority concerning which a large volume of testimony was taken for the reason that it does not appear that appellant company or its predecessors ever used the word 'Quaker' as a trade-mark for flour. Appellants have used 'Quaker City Mills' and 'Quaker City' but never 'Quaker' alone.

"It is settled that the use of a trade-mark in connection with accessory symbols or words still constitutes a use of the mark. On the other hand it is equally well settled that whatever right an applicant for registration has acquired to the exclusive use of his mark must appear clearly from the use shown. The trade-mark law does not create a trade-mark right, but merely provides for the registration of marks, the right to which has accrued from actual use. It therefore appears that appellant is here asking the law to create in it a trade-mark right to the word 'Quaker' when it has never used such mark.

"It is sought to convert 'Quaker City,' an unregistrable mark, into a registrable mark, by dropping the word 'City'. The mark as claimed has not been used. It is only part of the mark which actually designated the product to which it was applied." Commenting on the effort of counsel to find

The Kaiser and Senator Beveridge talked together for two hours and in the March 27th issue of Collier's, Senator Beveridge describes his visit.

The Kaiser had not then, nor has he yet, received any foreigner since the war began, with the exception of Collier's exclusive correspondent, Senator Beveridge.

Field Marshal Von Hindenburg and Admiral Von Tirpitz were also visited by Senator Beveridge, and in "A Visit to the Kaiser and His War Lords" he vividly paints these three great German leaders for the readers of Collier's.

This feature is characteristic of the fearless, aggressive, intelligent, timely and constructive journalism that distinguishes every issue of

Collier's ^{5¢ a copy}

THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION ISSUE of JANUARY 16TH

Press Run.....841,900
Gross841,240
Net829,542
Net Paid.....820,012
Member A. B. C. and Quoin Club

SMILES AMONG THE RUINS

By FREDERICK PALMER

Two beautiful poems by James Whitcomb Riley. Both in Collier's for April 3rd

a precedent in the case of the Underground Cable Company, the Court continues: "If appellant, for example, had shown a design with the word 'Quaker' surrounded by a scroll and underneath the picture of a man in Quaker dress, undoubtedly it would have the right to declare in the Patent Office which design it claimed as its trade-mark.

"We think that the law requires that the mark applied for must be the same as the mark shown to have been used. To hold otherwise would permit appellant, in this instance, to convert a mark which the statute prohibits from being registered because of its geographical signification into a technical trade-mark by eliminating the word which makes it geographical while the geographical term is the one which has actually been used. The law will not permit that which it expressly prohibits to be legally accomplished by indirect methods. The decision of the Commissioner of Patents is affirmed."

FURTHER RULINGS ON DESCRIPTION MARKS

Fourth among the cases in which illuminating opinions have been handed down by the Court of Appeals is that of the Electro Steel Company, successor of Hammacher, Delius & Co., Appellant, vs. the Lindenberg Steel Company. This was an appeal from the decision of the Commissioner of Patents in cancelling the registration of the word "Electro," which Hammacher, Delius & Co. had in the year 1907 registered as a trade-mark for steel. The controversy was precipitated when the Lindenberg Steel Company applied for the cancellation of this trade-mark, alleging that since the introduction of the electric furnace, about the year 1902, the Lindenberg plant has engaged in the manufacture of steel by this method,—that is in the manufacture of electro steel, so called, and that this firm has been selling electro steel continuously and extensively.

The point raised was that the word "electro" has been used not as a trade-mark, but as an adjec-

tive to designate steel of a certain kind,—that is, steel produced in an electric furnace. Consequently, it was claimed that the alleged trade-mark "Electro" is descriptive of the goods with which it is used, and is not capable of exclusive appropriation. The contention of the Lindenberg company is that the goods with which the erstwhile trade-mark has been used are of the same descriptive properties, and are, in fact, identical with those with which the Lindenberg Company has used the descriptive expression "electro" in business, having extensively advertised its wares by means of the term "electro." It was urged that the purchasing trade and the public in general have come to recognize "electro" steel as steel manufactured in the electric furnace and that steel is ordered and specified by the purchasing public in that manner. It was pointed out that if the registrants of the trade-mark in question were permitted to retain their registration they would be in a position to prevent others from applying said mark to steel manufactured in the electric furnace, and would be in a position to threaten and intimidate the purchasing public. For its part, the Electro Steel Company denied that "electro" is descriptive when used in connection with steel, and declared that, irrespective of any meaning it may have come to possess, at the time of registration, it was a trade-mark denoting origin. The Examiner of Trade-Marks decided that the trade-mark should be cancelled and this decision was affirmed on appeal to the Commissioner of Patents.

Now the Court has this to say: "We agree with the tribunals of the Patent Office that 'electro' as applied to steel is descriptive. Electric was certainly common property as descriptive of steel at the time of registration and electro was synonymous with it. It remains to consider whether the Lindenberg Steel Company has such an interest in the subject matter as entitles it to claim cancellation of the trade-mark 'electro,' notwithstanding its descriptive nature. It is quite true that

to have a right to cancel or oppose the registration of a trade-mark is dependent upon a showing of interest. It is not essential in all cases, however, that there should have been a strictly trade-mark use of the words by complainant. Injury to its business might be otherwise shown. In the present case the Lindenberg Steel Company used the word electro as the name of the steel it was selling and also in its advertisements and letters. The proof shows this. The company sells electric steel as electro steel and so represents it to purchasers through its selling agents, and buyers buy it as such. It is also shown that the respondent has notified the trade that any other person than itself offering electro steel would be liable for appropriation of the trade-mark 'electro.' It is evidently intended as far as possible to establish a monopoly and to restrain the business of rival dealers. The complainant's business was extensive

and would necessarily have suffered if this unfounded claim of trade-mark should be upheld. The decision is affirmed."

Bank Advertises in a New Way

A series of "Safetygrams" in the form of telegrams from the St. Louis Union Bank are now appearing in the St. Louis newspapers. One of the "Safetygrams" reads:

SAVINGS MESSAGE No. 8

Safety Seeker—St. Louis

Eighteen men—successful as executives of large corporations and in directing important financial affairs—have been chosen as Directors of St. Louis Union Bank. Fourth and Locust, to safeguard your savings. Consider exceptional safety offered; then open your savings account there. Only one dollar necessary.

PRACTICAL ADVISER.

More Apple Butter Advertised

Best-Clymer Mfg. Co., St. Louis, has started a newspaper advertising campaign on "Temtor" Apple Butter packed in glass jars. "Us Kids Like It" is the slogan that appears on the jars and in all the advertising copy.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Realty Development Advertising that Allays Suspicion

How a Land Promoter Is Selling Off Land, Piecemeal, Through Advertising — Methods Employed to Arouse Curiosity and to Offset Prejudice Against a Development Proposition

LIBERAL use of illustrated copy in the classified columns of New York newspapers is largely responsible for the success of a unique and very profitable suburban real estate development.

About four years ago a promoter with a creative imagination bought a thousand acres of apparently worthless mountain-side land in Morris county, New Jersey. The tract then consisted mostly of rocks, scrubby, second-growth timber and dense underbrush.

To-day it is a picturesque residential park of over 200 homes and all the essential things pertaining to an established community.

This development, which is still in its infancy, though now thoroughly established, is the result of applying constructive methods such as might be used in any business that involves producing and selling—methods that are in some respects new in the real estate field.

For example, the promoter saw a latent market for a certain type of home and home environment, providing they could be supplied within a reasonable range of prices.

Development of the tract was planned so that initial efforts were

confined to a small central area that could be extended in all directions. The promoter expressed his creative genius by utilizing natural advantages in the land formation to produce two artificial lakes which are large enough to be both useful and ornamental. Surrounding these lakes roads were built and a few houses erected.

Then the selling plans were put into operation.

Newspaper ads of the type reproduced herewith have served as the principal means of creating prospective buyers and bringing them in contact with the company. These ads have several distinctive features to which the company attribute their effectiveness.

California Style All-Year-Home—Near the Water

WITH PLOT 100 BY 217 FEET.

Ready to Live in Now. Price, \$9,000. Easy Terms. \$6,000 May Remain on Mortgage—Balance, \$3,000, Terms Arranged to Suit VERY CONVENIENT TO EX. STATION. 45 Minutes on Lackawanna R. R.



11 ROOMS, 2 BATHS

Immense veranda, vestibule, very large library hall. Unusually large living room with huge open fireplace. Six large bedrooms, one with open fireplace. 2 tiled baths. An unusually well-built house, with front and back stairway, every modern convenience, laundry, extra toilet, electric light. "Perfect" heating plant, parquet floors, beamed ceilings, paneled in hard woods. Established social centre, every convenience, schools, churches, select social organizations and country club, tennis, fishing, bathing, boating, water sports in Summer, skating, tobogganing, ice-boating, hockey in Winter, delightful walks and drives around the lakes, best of outdoor recreation. Highest, healthiest altitude within commuting distance of New York. For further particulars address

WALTER S. RAIT, Telephone 1521 (Portland), 170 Broadway, N. Y. C.

SPECIFIC ADVERTISING LIKE THIS IS HELPING TO SELL A THOUSAND ACRES OF LAND IN NEW JERSEY

Though usually inserted in the classified columns, they are really displayed advertisements, six inches deep and two columns wide. This comparatively large space thus secures attention. Then, instead of advertising the town or the development, as many similar

concerns do, a specific home, well illustrated, by a half-tone reproduction from a photograph, is made the subject of each ad.

Another departure from real estate precedents is seen in the text of the ad, which contains the price, the terms and all the essential details that a prospective purchaser would want to know, with a single exception: neither the name of the town nor the company is mentioned, but the name of an individual is given. This serves two purposes: it gives the reader the impression that the advertiser is a private owner—a harmless pretext used to nullify the effect of any prejudice that might exist against a development proposition in the mind of the reader. Furthermore, it stimulates inquiries by exciting curiosity as to the exact location of the place advertised. And inquiries or a knowledge of prospective buyers is the vital element in the sale of real estate.

Some features of this company's selling policy are also worth noting. With a few exceptions the homes that have been sold were erected before the sale was made, which is rather remarkable in view of the prices, which range from \$5,500 to \$15,000. This policy undoubtedly involves a substantial investment and some risk; but, on the other hand, it is a material aid to selling to be able to show the goods.

The sales of the company during the four years of its existence aggregate nearly \$3,000,000, and less than one-fourth of the original tract has been developed.

Would Permit Tobacco Premiums in Ohio

Representative Barnes, in the Ohio legislature at Columbus, has introduced a bill specifying that the packing of coupons and premiums such as rugs and flags with cigarettes and similar commodities shall be permitted in Ohio henceforward. Hitherto such practices have been forbidden by law in that state and cigarette manufacturers and others have been compelled to omit from goods destined for Ohio consumption all forms of premiums. It has been the custom of some cigarette manufacturers to ship separately such coupons or rugs as the retailer might find practicable for distribution apart from the package.

War Necessitates Special Tobacco Campaign in England

In England, some embarrassment has been caused the tobacco trade by public agitation against smoking, the ground taken being that smokers should either deny themselves and ship their cigars and tobacco to the soldiers or should cut out smoking altogether and donate the amounts saved to some relief fund. Some of the British tobacco firms have commenced advertising to counteract this propaganda. The R. J. Lea, Ltd., Chairman Factory, Manchester, England, cigarette manufacturers, has been inserting the following advertising in the newspapers and the tobacco trade press:

"Tobacco Wisdom. If a man tells you he is going to give up smoking during the war—denying himself—practising economy—setting a good example—tell him he's an ass. There is virtue in putting someone out of employment. As he is doing. Keep trade going and smoke Chairman cigarettes, 10 for 3d, everywhere."

Regal Shoe Co.'s Contribution to Charity

On the heels of "Bundle Day" and other features delegated for the relief of the unemployed and destitute in Greater New York came the Regal Shoe Company's announcement that for one week it would rebate to purchasers the sum of 50 cents for their old shoes, the worn articles being reserved by the company for free distribution to the needy. The Free Shoe Fund, of 2 West Sixty-eighth street, New York, of which Mrs. Irving L. Ernst is president, suggested to the company that this rebate to purchasers of new Regal shoes be allowed for a given period, provided that customers left their worn footwear with the company to be given to the poor. For one week from February 23, the offer was put in effect by the company and was advertised in the newspapers as a way of making a small contribution to charity.

Favorable Showing by Quaker Oats

The net profits of the Quaker Oats Company for the year ending December 31 were \$2,367,251, an increase of \$80,241 over the earnings of the previous year. The total dividends were \$1,289,980, and after allowing for shrinkage a surplus of \$809,669 was set aside bringing the total surplus to \$3,772,751. The report to the shareholders states that the German mill, owned by the company, has been working night and day since the beginning of the war. Sales in Great Britain and France have shown a large increase. One of the nations at war confiscated a large consignment of Quaker Oats and fed it to cavalry horses. Payment was made in due course, however. Only one foreign shipment failed to reach its destination and is now interned in Brazil.

DEVELOPING ADVERTISING ON THE PACIFIC COAST

It is not often that an opportunity is offered to check up absolutely the results of the work of publishers in developing advertising.

The Pacific Coast recently has made such a test possible.

Late in 1913, this Company opened an office in San Francisco. Two men were stationed there to devote all of their time to advertising accounts. In addition, our Division of Commercial Research, after visits to the leading cities and the leading manufacturers, compiled a report on the industries of that section, and the general results of our research work covering the entire country were placed at the disposal of the manufacturers there.

The record of the first year is now complete.

1914 was marked by a falling off in business for the country as a whole in most publications.

And yet, increases in business coming from the Pacific Coast were shown by 22 out of the 29 leading national publications.

The advertising carried by these 29 publications in 1913 was \$226,378; in 1914, \$417,823, an increase of \$191,445 altogether. Our

publications showed a gain of nearly 100%; the 29 show a gain of more than 84%.

Here are the figures of some of the increases. Figured at the prevailing line rates, all of these figures are probably a little higher than the actual revenue, but the ratio of increases and the general trend are accurately indicated.

Publications	1913	1914	Increase	Per cent Increase
The Saturday Evening Post	\$98,232	\$217,344	\$119,112	121
Weekly A	10,668	23,178	12,510	118
Weekly B	4,831	10,746	5,915	122
Weekly C	357	4,767	4,410	1235
Weekly D	308	1,289	981	318
Sunday Magazine A	588	2,136	1,548	263
Sunday Magazine B	1,698	2,466	768	45
Sunday Magazine C	2,990	7,299	4,309	144
Monthly A	3,064	6,260	3,196	104
Monthly B	1,146	2,951	1,805	156
Monthly C	735	1,625	890	121
Monthly D	11,749	12,370	621	5
Monthly E	348	396	48	13
Monthly F	1,260	1,561	301	24
Monthly G	509	564	55	11
Monthly H		282	282	
Ladies' Home Journal	28,520	46,408	17,888	62
Women's Publication A	8,991	10,692	1,701	19
Women's Publication B	4,332	6,300	1,968	45
Women's Publication C	3,000	14,340	11,340	378
Women's Publication D	8,800	14,320	5,520	63
Women's Publication E	336	4,260	3,924	914

This is a record of which we are very proud, not solely because our own business doubled, but because it definitely proves the practical value to the whole advertising field of conscientious development work, well done.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

The Obligation Entailed by the Mark "Made in U. S. A."

A WISE man once said of an opportunity that had come to another: "It does not confer a privilege, it entails a responsibility," and that seems to *Fame* the proper attitude to assume with regard to the "Made in U. S. A." craze.

This mark, or brand, or whatever it may be called, is going to entail a tremendous responsibility on every manufacturer who places it on his goods.

"Made in England," "Made in France," "Made in Germany." Do we realize what this means? It means that the article in question has been made by a man or woman in whose family the manufacture of that particular article has been a tradition and pride for generations.

Take the Cantigalli potteries of Florence, in which no one but a member of the family is ever allowed to work, every secret of color, every tradition of form being a part of the family life for generation after generation—yes, more, in many instances the whole industrial life of a town or section has been given up to the manufacture of one or kindred articles since its foundation, Nuremberg and its wonderful toys, for instance. Can we rival these by the "hand" who applies for "any vacancy" without regard for the nature of the work?

The spirit of manufacture in the Old World is a spirit of deliberate action, and exactness of execution. It is not a question of how many articles of a certain kind can be turned out, but of what degree of perfection can be attained in each. The child who, almost in infancy, is given a piece of soft wood and a knife, and is encouraged to carve an animal, will be an artist in woodwork by the time he has grown. He will sleep and wake with that inanimate piece of wood, growing more and more sure of himself till his perfect skill comes with maturity

—till the strong, sure, delicate stroke will call the animal from the block with that apparent lack of effort which so easily deceives the unthinking spectator.

The tapestry weavers, those souls of infinite patience who work from the back, never seeing the pattern to which their toil is given till it is complete. The lace-maker who works needle and bobbin from playless babyhood to unrestful old age. The tiller of vineyards and oliveyards planted by his far ancestor—these are the men and women whom we so lightly plan to rival and outdo.

It is only the unthinking or the prejudiced who decry the desire for "imported goods" as affectation. The imported article represents the results of generations of concentration, and the painstaking of minds not lightly to be turned from their steady course.

We have machines, yes, machines that will accomplish in an hour the week's effort of a toiler of the Old World. We have brilliant inventive minds that can solve, in one short hour of study, problems that have held the overseas worker in thrall. We have money, and room, and hope, and ambition never even dreamed of by those men and women whose life work we are so easily planning to do away with, but all these good things that have been added to us are an added responsibility, and deep will be our shame if we fail to realize its weight, and in the rush to grasp the opportunity allow "Made in U. S. A." to be affixed to unworthy substitutes for the whole-heartedly manufactured things of the older civilization.

It should be our responsibility to make American manufactured articles better than those of the Old World in the proportion that our facilities and courage stand above their unhelped patience. "Made in U. S. A." is a high responsibility, not a privilege. If it is not a high hall-mark of excellence, it will be a brand of shame—*Fame*.

The S. N. Brooks Advertising Agency, Little Rock, Ark., has been accorded recognition by the American Newspaper Publishers' Association.

Campaign to Spur Canada's Farmers to Overcome Food Shortage

Dominion's Strong Effort to Force Bigger Crops

WELDED together by the slogan "Patriotism and Production" a series of advertisements designed to urge farmers of the Dominion to outdo themselves this year is appearing in practically every Canadian farm paper and countryside weekly.

These advertisements are being published under the direction of the Canadian Department of Agriculture and state in unmistakable terms that the British Empire will need food more this year than it has in recent times.

The farmers are asked to attend the agricultural conferences which are being held throughout the country to aid them to meet the unusual demand for food by greatly increased crops. Experts on the various phases of farming have been scheduled to speak at these conferences.

"Approximately twenty million men have been mobilized in Europe. A large proportion of these have been withdrawn from the countries at war. Even in neutral countries a large number of food producers have been called from the land to be ready for emergencies. It is difficult for us to realize what will be the effect on food production through the withdrawal of several million men from all the great agricultural countries of Europe. These millions cease to be producers, they have become consumers,—worse still, they have become destroyers of food." This is the leading paragraph of one of the advertisements.

The series is an all-type one. In every advertisement the slogan is displayed at the top. "Attend Your Conference" is an admonition that appears in a box in most of the copy.

Some of the advertisements are concentrated on separate phases of the food problem. Fertilization and thorough cultivation are discussed in one instance.

"Germany, France, Belgium, Holland and Denmark have increased their food production enormously during the last 20 years through cultivation, fertilization, and seed selection," the farmers are told. "These are the countries that are being either devastated or most seriously affected by this war. Now is Canada's opportunity as well as Canada's responsibility."

Although it is stated that the Kaiser has cut off Canada's supply of potash, the farmers are told that other fertilizers are available and should be used to force bumper crops from the soil. Economy is emphasized and the landowners are informed that coal ashes are good for heavy soils; that wood ashes are rich in potash and lime; that it will pay to save anything that has value as a soil-enriching agent.

Coupons are attached to most of the advertisements and the farmers are urged to send to the department offices in Ottawa for booklets on crop rotation, fertilization, and many other subjects which are important in the raising of big crops. Most of these coupons are keyed.

The size of space varies from full pages to 32 inches. Bold display lines are used and, coupled with the size of space and prominence of position, make the reading of the advertising a certainty in most cases.

Throughout the copy the patriotic keynote is dominant. "Fertilization and Thorough Cultivation Will Help the Empire" announces a 30-point caption of one of the series. "Patriotism and Production must go hand in hand," the text leads off. "Great Britain and her Allies need food. Canada must help in supplying that need. You as a Canadian must do your share." The reader, if he happens to be a farmer, is thus hooked up to the movement.

His patriotism is touched and what Canadian is not intensely patriotic in these days?

Another feature of the advertisements is an attempt to solve the farm labor problem. At the present time in certain sections of Canada there is a scarcity of farm help. The government advises the formation of local committees throughout the Dominion to remedy this defect in the machinery

Better homes for the farmhands are advocated. "Have you a house on the farm for a married man?" asks a sentence. "A real home for the farm laborer will solve this problem," the paragraph continues.

"Pin Your Faith to Live Stock" says a caption from another of the series. It is predicted that there will be a great shortage of meat supplies this year. The farmers

are told to save their breeding stock, as it is the most valuable asset they have at present.

Are these advertisements getting results? Are they!

During the last week of February the first meeting of the United Farmers was held in combination with the fortieth meeting of the Dominion grange in Toronto. Most of the ideas advocated in the advertisements of the department of agriculture were endorsed by that convention.

Conferences are scheduled to be held at dozens of towns during March. The department offices in Ottawa have been flooded with requests for booklets and other literature offered in the advertisements.

And although it might be too much to say advertising should get the credit for whatever increase in production is made, there is little doubt that the government's series of advertisements prodded the Canadian farmers into greater activity and enthusiasm.

Carrington Succeeds Smith on New Haven Paper

Everett R. Smith has resigned as business manager of the New Haven, Conn., *Journal-Courier*, and is succeeded by E. T. Carrington, who has been his assistant for the past year and a half.

PATRIOTISM and PRODUCTION

The Call of the Empire to the Farmers of Canada

"Approximately twenty million men have been mobilized in Europe. A large proportion of these have been withdrawn from the farms of the countries at war. Even in neutral countries large numbers of food producers have been called from the land to be ready for conscription. It is difficult for us to realize what will be the effect on food production through the withdrawal of several millions men from all the great agricultural resources of Europe. These millions cease to be producers, they have become consumers, worse still, they have become destroyers of food."

DR. MARTIN BURNELL, Minister of Agriculture

Britain must have food—food this year, and food next year. Britain is looking to Canada to supply most of that.

We are sending our surplus food, but we must prepare for a larger surplus this year and next year. Production and Production must go hand in hand.

Because of the need of the Empire for more food, and the call to Canada in that need, the Canadian Department of Agriculture has arranged for a series of Conferences throughout the Dominion, with the object of giving suggestions as to the best ways of increasing production of the particular products needed at this time.

ATTEND YOUR CONFERENCE

At these Conferences agricultural specialists, who have studied agricultural conditions and production throughout the world, and the best means of increasing agricultural production in Canada, will give valuable information and suggestions to the farmers, live-stock men, dairymen, poultrymen, vegetable growers, and other producers of this country. The Canadian Department of Agriculture urges you to attend as many of these Conferences as possible; also to watch for other information on this subject.

Put Energy into Production of Staple Foods

The Government does not ask farmers to work harder, or work as long hours, or to make their work more productive, and to produce these staple foods that the Empire needs, and that can be most easily moved and transported.

Wheat, oats, corn, barley, peas, lentils, clover, hay, and straw. These are the staple foods of the Empire.

Vegetables, such as potatoes, cabbages, and turnips.

The larger the yield of these staple foods, the greater the service to the Empire. Co-operation in the land.

Two years ago the Government decided the average yield of the country of the land was largely through better seed, through co-operation and use of fertilizer.

But in making your plans, don't let your enthusiasm and loyalty make you attempt more than you can carry through. Millions of bushels, millions of tons of grain, should be the aim of Canadian farmers. And while the Empire's needs are being met, the Government is making a wider use of the food products of the land.

The Government urges farmers, stockmen, dairymen and other producers to make a wider use of the food products of the land. The Canadian Department of Agriculture.

This Department has issued over two hundred bulletins. A list of bulletins is printed in a booklet entitled "Publications Available for Distribution."

Clip out, fill in and mail the coupon below and get this booklet. You will receive the booklet that will be of value to you. Mail your coupon right away. Address the coupon to Publications Branch, Canadian Department of Agriculture, Ottawa. Do not put a stamp on the coupon. If stamp is necessary, your coupon will be "On the Minister's Service."

Give expression to your desire to assist the Empire in this crisis by co-operating in this great "Production and Production" movement.

Canadian
Department of
Agriculture,
Ottawa, Canada

Publications Branch, Canadian Department of Agriculture, Ottawa.

Please send list of Publications Available for Distribution

Name

Address

City

Post

PAGE COPY IN FARM PAPERS

for the production of record crops this year.

It is suggested that such committees could make lists of the needs in the various communities and take action to fill the vacancies from the ranks of the unemployed in the towns and cities. The copy argues that every unemployed city dweller is a consumer and a civic expense as well. This class will become producers if transplanted to the country, is the conclusion drawn.

Under the Leslie's sales plan we make it profitable for our eight hundred subscription salesmen to avoid the "average run" of people, and instead sell Leslie's to as many as possible of the people of better-than-average standing and purchasing power.

We do this because we want to have Leslie's read by as many people with whom it naturally "belongs" as possible—and it naturally "belongs" with people who are conservative, practical and successful.

Under the "rated sales" plan, our salesmen pass up every day many possible subscribers that they otherwise would be glad to accept. They pass them up because we pay them bonuses for quality-circulation—for merchants and manufacturers of enough permanence and responsibility to be rated in Dun's and Bradstreet's; for lawyers similarly rated in Martindale's; doctors and dentists in Polk's; bankers, real estate men and city and state officials listed in the Bankers' Encyclopedia, etc. We make it more profitable for our salesmen to sell as many as possible of the best people in the community than to start at one end of the street and tackle "anybody with the price."

The result is that the great majority of Leslie's subscribers are people of better-than-average standing and consequence in their communities. That 64,377 of 1914's new subscribers have Dun's or Bradstreet's ratings is one proof of this.

Aren't your best prospects among such people?

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

LUTHER D. FERNALD, ADVERTISING MANAGER

Let Us Tell You

1. How to economically secure new dealers before your advertising appears.
2. How to secure the active co-operation of dealers old and new.
3. What \$500.00 will do in Cities under 250,000 population.
4. What \$1000.00 will do in larger cities.
5. What \$5000.00 will do in South West—in North West.
6. What \$10,000.00 will do East of the Mississippi River.
7. What \$5000.00 will do in Farm Papers.
8. What Cities and Sections will prove most responsive to your goods.
9. How our Trade Survey—costing you nothing—will enable you to avoid the mistakes common to unguided initial trade work.

If your line does not duplicate that of present clients, you can profit by our experience of forty years advertising.

We invite correspondence.

Nelson Chesman & Company

Advertising Agents

St. Louis

Chicago

New York

Chattanooga

Advertiser on Efficient Development of Newspaper Advertising

By George Frank Lord

Adv. Mgr., Du Pont Powder Company, Wilmington, Del.

WHAT has impressed me most in observing the methods of newspaper representatives, has been the tremendous amount of energy wasted in the competitive solicitation, that is, the average representative spends more time and effort trying to prove that his publication is more deserving of the advertiser's money than its local competitor, and almost no time at all in figuring out whether the advertiser ought to spend any money whatever in that town, or how he might spend it to the best advantage.

The representative who has a list of papers, calls on an advertiser or an agency man placing some business, hands him a list of from ten to twenty newspapers, and asks "How many of my papers are going to get this business?" After checking the favored papers, his next question will be, "Are you going into any of these other towns?" If he finds any of them are to be covered, he almost invariably informs the advertiser or agency man that his paper in that particular town is unquestionably the best paper, and "without wanting to knock," proceeds to lambast the competitive paper.

Is this intelligent solicitation of business? Can you blame an advertiser or agency man for becoming so hardened against newspaper representatives that he has almost no confidence in what they say? Of course, I am not saying that all representatives work this way, but the majority do. On many occasions the representatives do not even know the name of the commodity that is to be advertised. All they have scented is the wad of money the advertiser has to spend and they swoop down like vultures from the sky to grab a piece.

It is certainly refreshing now

and then to have an intelligent newspaper representative come to your office and say that he has thought out a plan for increasing the sale of your commodity in a certain locality. Such a man always gets consideration, and although it is taken for granted in advance that his plan may involve the use of the particular medium he represents and may be more or less impracticable, still his method of approach impresses the advertiser or agency man that he has been putting some time and thought into the question of helping that advertiser to a profitable connection with his publication.

WHERE REAL ADVICE IS GOOD BUSINESS

Whenever any seller of newspaper space has the opportunity to extend a helping hand to an advertising manager by giving him sincere assistance in making his concern's advertising more profitable, he is making a dent in that man's memory that will last a good many years, and the next time he has occasion to solicit him, his proposition is going to be three-quarters sold before a word is said, because he has confidence in the newspaperman's sincerity and practical knowledge of advertising and local conditions in the territory he represents.

It just occurs to me it would be much better if newspaper representatives would get that phrase into their minds—"the territory I represent," rather than "the newspaper I represent." The advertiser's point of view is necessarily the territorial one. He is not lying awake at nights wondering what is the largest amount of money he can hand to your publication, but what is the largest amount of money he can extract from the territory, and what will be the easiest and cheapest way to do it.

Part of an address before the Six Point League, New York, March 12.

Another point that occurs to me is the matter of rate cards, and the anxiety of representatives to have orders sent direct to them rather than direct to the publishers. Here can we see the same fault of thinking about the business from your own standpoint, rather than the advertiser's. When an advertising manager lays out a campaign he does not lay it out by individuals nor by papers, but by towns, and he gets from his rate files the cards of the towns he wants to cover. Therefore, the combination rate card of a special representative giving his list of papers and the rates thereon, does not get into the rate file at all, because there is no way in which to file it so it could be found again. The obvious remedy for this condition is to supply every advertiser and every agency with a separate card for every paper, bearing your name and address as special representative and the request that all orders for this paper be sent to your office so you may give them your personal attention and insure the best possible service for the advertiser.

MUTUALITY OF INTERESTS

Now as to this question of service.—It is quite apparent that all the various interests connected with advertising are coming to a realization of the mutuality of interest of the advertiser, the publisher and the public. The proposed advertising campaign of the Association of National Advertisers has for its object nothing more nor less than preaching the aforementioned mutuality of interest and thereby convincing the public that they ought to buy advertised articles for their own protection and advantage.

I believe that there is a great opportunity for development work in newspaper advertising, but to approach it, newspaper advertising managers and representatives must co-operate, and they must study the field of sales for commodities in general rather than the bank accounts of advertisers.

It is perfectly obvious that the newspapers as a whole and united represent the greatest publicity

force in this country, but they are not getting the advantage of this power, for the simple reason that they do not unite nor use it as a whole. Such united work as is done by the newspapers is planned for them, and their co-operation secured by some outside party, and the fact that such movements are successful and benefit both the advertiser, the publisher and the public, clearly proves that such organizations as this or the American Newspaper Publishers' Association, or any other organization representing publishers as a whole, could well afford to establish a promotion department for the development of newspaper advertising and sales campaigns.

Not the least important part of the work of such a department, would be to broaden the attitude of newspapers themselves towards national advertising, and to stop the petty competition that destroys the united action necessary for the success of such promotive work. Such a department would have to be free from all bias as to individual papers, and it must have the complete confidence and support of every publisher represented therein. Consider the possibilities of such a department for quickly gathering data necessary for planning a national campaign. Consider the power of a department able to offer an advertiser the united local co-operation of newspapers in 100 important centers. Consider the possibilities of intelligent co-operation with an advertiser on the part of a nationwide association of newspapers. Such a central organization could readily decide what was proper and legitimate co-operation and what was not.

In closing I wish to state, it is my conclusion that newspaper advertising for national advertisers offers the greatest development opportunity of any factor in modern advertising, and that the newspaper publishers of this country are losing millions of dollars annually by their failure to organize their efforts to cut out lost motion and to reduce to a science the problem of marketing goods through newspapers.

Especially commended to its readers
by the Editors of the
WOMAN'S HOME COMPANION

A moving picture man wanted endorsement on his films that would be accepted by mothers and fathers everywhere.

He turned to the Editors of the Woman's Home Companion.

That was the beginning of the campaign for better films. It explains why you will see on the best films the legend at the top of this page.

The campaign for Better Films is a fit companion to the campaign for Better Babies and the other national movements which have proved the Woman's Home Companion's influence—its power to make its readers act.

Woman's Home Companion

GEORGE D. BUCKLEY

ADVERTISING MANAGER

The Paragraph an Aid to Easy Reading

A Judicious Use of It Is Often a Remedy for "That Uninviting Appearance"—But If Practised Too Much, the Copy Looks Freakish—Note the Quaker Oats Ad.

By C. C. Casey

IN turning over the pages of a business magazine recently, I came to an article which had but two or three paragraphs in the whole first page.

The article looked very dry and uninteresting, and I turned over the page to another article which had enough paragraphs to let the light into it.

On inquiry, I found that the long-paragraph article had affected several other men in the office the same way.

I found only one man out of six readers of the magazine who had read the article, and he said he also passed it up at first.

On digging into the article, he said he had found it the *best article in the magazine!* Yet it was armored fore and aft with an impenetrable "shell."

In the same way, the best advertisement of the month would be handicapped if it was sent out with a mask on in the form of forbidding paragraphs.

One of the copy writers in a well-known advertising agency does paragraph his advertising copy just that way. It is usually excellent copy, but it is not inviting. It looks like a paragraph from a book by an English college professor—"correct" in style but so *dry!*

I know another copy writer who has often been called a crank on short paragraphs.

Sometimes he makes every sentence a new paragraph. Occasionally he goes to extremes and breaks sentences. His method of paragraphing seems very jerky sometimes, but it lets lots of light into his ads, and makes them look inviting and easy to read—it makes his ads look interesting, whether they are or not.

The Postum Cereal people are strong on the snappy paragraph style. Even some of their short sentences are paragraphed, breaking in the middle.

The result is ads which "read themselves" for you, metaphorically speaking.

Contrast one of these, or any other shortly paragraphed ad, with any ad of the other kind in any current publication, and you will quickly see why this little "second" hand of interesting paragraphing is necessary on the advertising "watch."

Take one, for instance, with a first paragraph of eight lines in a fourteen-pica column, in eight-point type—yes, they have been printed even in space costing almost a dollar a pica.

Perhaps such an ad will get read—anything is *possible*—but no reader of the magazine can read it without a *real mental effort*.

And the average magazine reader is just lazy enough not to try very hard to read anything unless it *looks* interesting.

Less people read the hard-to-read kind than read the Postum kind. How do I know? My eyes get half a Postum ad at a glance and none of the long paragraph kind unless I force myself to read it.

DON'T OVERWORK THE READER'S EYE

The eye is a very lazy "animal." It won't read anything but the shortest sentences in very short paragraphs until mental force is exerted behind it.

It is a "busybody" that is always busy, but great on shirking all tasks which don't look very easy or attractive.

It goes hop, stepping and jumping all over the magazine page like a humming bird; but it doesn't stop anywhere unless you *make* it stop, or it finds something which looks interesting or "dead easy."

Men who have investigated and timed and "stop-watched" the eye declare that it is very difficult for it to concentrate on any one thing for more than a few seconds' time.

In a few seconds it will flit away to something else unless you

concentrate your mind on keeping it there. You will find it the hardest kind of mental work to keep your eye on the long paragraph very long unless you are so interested in the paragraph that you do not notice the mental effort.

Try reading something that is not interesting, and see how difficult it is to make the eye dig into a stingily paragraphed page. It keeps skipping to other things.

Just turn through the pages of any standard magazine, and try to imagine how many of the ads you would stop and read if you were not interested in advertising as advertising—if you were just an ordinary magazine reader.

"As I read down the column of an article in the back part of the *Saturday Evening Post*," said a friend, recently, "a Quaker Oats ad reached over and got my eye.

"Before I realized it, I had read two or three little short paragraphs—and had the meat of that particular Quaker Oats story."

Maybe he would have read the ad anyway, even if it had been all one paragraph, but more likely he *wouldn't*.

Most readers are just like that. Maybe your headline will sell them enough interest to make them dig into the ad. Maybe it *won't*.

If you have the kind of headline which will get the reader by the eye and pull him into the ad, maybe you can afford to neglect the length of your paragraphs, even the length of your sentences.

If you are using just an ordinary headline—well, don't stake too much on the ad getting read.

Better play strong on making it easy to read.

For the man who turns through the magazine to see what the different advertisers say, most any ad can get attention.

For the man who is interested in advertising, for advertising's sake, it is, of course, very different. He may be curious to see what other advertisers are saying and how they say it, or so hot on the search for good selling points for his own ads that he compels his eye to transmit the message.

The eye is too lazy to dig into dull ad stories unless it is compelled to do so by an interested and determined mind.

If the eye were an industrious little animal, always willing and glad to dig way down into things, then the long paragraph would be permissible. Even then it would not necessarily be an advantage.

But since the eye is a "lazy" animal, unwilling to do unnecessary work—always trying to shirk things which are difficult—it is well to play the game with the reader's eye in mind.

There is no need to stack up obstacles that will prevent an

ad being read. It is no more difficult to make an ad easy to read than it is to make it hard to read.

Suppose this page were all in one paragraph, 24 picas measure. It wouldn't have looked inviting to you. If the title hadn't sold the article to you, the chances are ten to one that you would then have passed it by.

Even if the title *had* sold the article to you, it would have looked uninteresting and uninvit-

That Flavor

In Quaker Oats a given by Nature to just the choicest grains.

You don't find it in common oatmeal.

We get it by picking the rich, plump grains—just the finest-flavored oats.

We get it by 62 cuttings. There are only 10 pounds of Quaker Oats in a bushel.

Then our process retains the flavor.

That is the reason why Quaker Oats stands unique among oatmeals.

This Morning

Millions of people, half the world over, enjoyed the delicious oatmeal.

It was served on more tables than all other brands together.

So it is every morning.

Just because mothers believe it worth while to make oatmeal delightful.

And because they know, after years of comparison, that children like Quaker Oats best.

Quaker Oats

Is the utmost in oatmeal.

It is the cream of the oats, prepared in the ideal way.

Yet, despite the selection, the cost is only one-half cent per dish.

Do you ever, in your home, serve a lesser oatmeal?

Regular size
packages, 10c

Family size packages, 25c
cans and tins, 50c

The prices quoted are net prices in car
lots. Retail prices vary.

The Quaker Oats Company
CHICAGO



FREQUENT PARAGRAPHING EASY TO READ

ad being read. It is no more difficult to make an ad easy to read than it is to make it hard to read.

Suppose this page were all in one paragraph, 24 picas measure. It wouldn't have looked inviting to you. If the title hadn't sold the article to you, the chances are ten to one that you would then have passed it by.

Even if the title *had* sold the article to you, it would have looked uninteresting and uninvit-

THE A. D. PORTER COMPANY

PUBLISHERS

THE HOUSEWIFE

THIRTY IRVING PLACE - NEW YORK



HAROLD E. PORTER
VICE-PRESIDENT

March 11, 1915

Mr. Charles Dorr,
New England Manager,
The A.D. Porter Co.,
6 Beacon St., Boston.

Dear Mr. Dorr:-

This is in reply to your letter of the
sixth.

Any man who says or infers that THE HOUSE-
WIFE is for sale is hopelessly ignorant of the facts. The
rumor you have heard undoubtedly arises from the inquiry,
a few weeks ago, of western parties if THE HOUSEWIFE could
be bought. This inquiry was made through brokers, and seems
to have become public property.

We advised all concerned that THE HOUSEWIFE
is not for sale under any conditions, or on any terms. This
is a blanket statement, and you can go as far as you like
in choosing words sufficiently strong to deny any rumors
such as the one you mention.

THE HOUSEWIFE, I believe, is still the only
woman's magazine which is utterly independent of external
influence. All we do here is to publish one magazine---we
have no allied business, and we are not supported by outside
capital. This magazine has had the name of A.D. Porter
attached to it for twenty years or so; it has had my own
name attached to it for six; and I expect that it will have
my son's name attached to it twenty years from now.

Faithfully yours,
Harold E. Porter

VICE PRESIDENT

THE A. D. PORTER COMPANY
PUBLISHERS
THE HOUSEWIFE
THIRTY IRVING PLACE · NEW YORK



HAROLD E. PORTER
VICE-PRESIDENT

March 11, 1915

Mr. Francis X. Barr,
Western Manager,
Tribune Building, Chicago.

Dear Mr. Barr:-

Mr. Barr has written me that certain persons in his territory have heard that THE HOUSEWIFE is on the market; and I am advising you now what action to take in case such rumors are current in Chicago.

A few weeks ago certain western publishers asked a broker to ascertain if we would listen to a proposition of sale. We declined even to hear the details, and that is all there was to it. Some members of the western organization, however, knew of the possible conference, and took it upon themselves to allege first, that we are willing to sell THE HOUSEWIFE, and secondly, that we were actually negotiating with them.

This is not true according to the facts. On receipt of the original request for information, we simply replied that we do not care to listen to any propositions of any kind.

If any of the advertisers or agents out there have heard this rumor, and are disturbed by it, kindly point out that since the war started, we have gained steadily in cash advertising, and that this is the biggest subscription season we ever had. I doubt if there is enough money anywhere to buy THE HOUSEWIFE. Anyway, it can't be bought as long as Mr. A. D. Porter and myself are on the job. Kindly make this absolutely clear to those who are interested.

Faithfully yours,
Harold E. Porter
VICE PRESIDENT



"That Settles It" Said the President

"Gentlemen," said the President, "we must announce the change in prices to all our customers at once. I think a form letter is the best and quickest way to do it."

"We haven't enough letterheads," protested the Office Manager, "and besides, the paper we are using is too expensive for form letters."

"Leave it to me," said the Advertising Manager. "I use Hammermill Bond for all my form letters. The printer who put me onto it got an order for 100,000. It's a very economical paper, but notice its crackle and strength and texture. I can get these form letters out right away if we use Hammermill Bond."

**HAMMERMILL
BOND**

"The Utility Business Paper"

Envelopes to match

"That settles it," said the President.

"By the way," he continued, "why can't we use this paper for all of our office and factory forms? I believe in a standard product."

Sold in every large city by the wholesale jobbers who are Hammermill agents.

Send for portfolio "Form and Follow-up Letters at Less Cost."

**HAMMERMILL PAPER COMPANY
ERIE, PA.**

Use Hammermill Safety Paper for your checks. Ask your lithographer about it. Hammermill Safety Paper is used by the United States Government.

ing. You would have found it much harder to read.

But as each sentence comes out to you with white space between the paragraphs, you are easily able to grasp the different thoughts expressed.

Your eye takes pleasure in slipping over the sentences. If you haven't time to read the article or ad, you can quickly skim through it and get its meaning without reading it all.

The difference between a column like this and a page without paragraphs or column divisions is about as great as the difference—well, between reading *this* type and Old English.

A very big factor in getting advertisements read is the factor of time.

TO ATTRACT THE ROVING EYE

Millions of people every day pick up a magazine or newspaper and simply glance through it. They have only a few minutes to spare and have no intention of reading an article or an advertisement.

They simply read the headlines. If a headline or an illustration in an article catches their eye, they may pick up a thought here and there through the article or the advertisement, to get the main points of interest.

If it is an article, they are "sampling" it with a view to reading it when they get time.

If it is an advertisement, they likely have no intention of coming back, and glance through the ad to completely satisfy their interest.

If this cursory glance interests them they may tear out the ad or make a mental note to answer it or to buy some of the goods, or just to read the whole ad later.

Now what chance has a closely set, lengthily paragraphed ad to get any attention under such circumstances?

It looks as if it will take too much time. The humming-bird tendency of the eye, let loose by the hurried attitude of mind, shuts out any chance of its getting read.

The number of people who

leisurely read advertisements is small compared to the number who glance through the advertising section when they haven't time to read an article or story.

The short, snappy paragraph, like the second hand of the watch, is not so important that it couldn't be left out, but just as the second hand adds "life" to the watch, the snappy paragraph adds optical interest to the advertisement.

The copy writer can't afford to neglect anything good, even so petty a thing as paragraphing.

Technical Men as Readers of Ads

Stationary engineers follow closely the advertising in technical papers, particularly to watch for notices of new equipment which may be used to make their departments more efficient. J. D. Taylor, chief engineer and superintendent of the Twenty-third Street Y. M. C. A., New York City, told members of the Technical Publicity Association, of New York, at the monthly dinner held on Thursday evening March 11, in the Hotel Martinique.

Mr. Taylor said that he had learned his business from the bottom up and that he always read technical papers when he wanted to get a line on new equipment for his power plant.

"I subscribe to three engineering magazines to keep in touch with everything new; I have to do so to get results," he declared.

"Efficiency and economy are the arguments which appeal most to the average engineer," he continued. "Free samples used to get the attention of the engineer, but now actual facts of what the equipment can do are prized more than samples."

"I have often been sold new equipment by advertisements, and I believe the same is true of other engineers," he stated.

Interesting points were brought out in the open discussion which followed the speaking programme. Mr. Taylor answered many questions. Other speakers were F. R. Low, editor in chief of *Power*, and William Buxman, manager of the same publication. The technical paper editor's view-point was developed by Mr. Low. A number of technical paper advertisements were briefly analyzed by Mr. Buxman.

Johnson With "Needlecraft" in the West

Will C. Izor, advertising manager of *Needlecraft*, announces the appointment of Robert B. Johnston as Chicago manager, with offices in the People's Gas Building. Mr. Johnston was for several years Western manager of *Uncle Remus' Home Magazine* and until recently represented *Mother's Magazine* in that field.

How Patents Affect Sales

SPEAKING before the Executives' Club in Chicago, recently Albert Scheible, a Chicago patent attorney, declared that it was a fallacy to suppose that a patent was not worth anything until it had been tested in court. "On the contrary," Mr. Scheible said, "statistics indicate that only 2 per cent of the patents taken out are ever litigated, the other 98 per cent protect the holder without any fighting."

Mr. Scheible also made the point that it was often possible to secure a patent on an article already patented by applying for a "design" or a "structural" patent. He mentioned one case of where a smoking-pipe manufacturer, unable to patent the construction of his pipe, quite easily secured a patent on its design. Being able to stamp the article "Patented" prevented intending buyers from looking elsewhere and getting comparative prices. The same advantage went with applying for patents and marking the article "Patent Applied For."

"One of the greatest mistakes made by manufacturers," said Mr. Scheible, "is their failure to make the article patentable before putting it on the market." He mentioned several cases where manufacturers in their haste to test out the feasibility of the article from the standpoint of sales, rushed an article onto the market with the invariable result that when the time came to apply for a patent serious changes had to be made to evade existing patents, causing a manufacturing loss and selling disorder.

Slides were shown picturing various trade-marks of varying degrees of distinctiveness, the speaker bringing out the point that a good trade-mark was one which could be woven all through the advertising.

At a recent meeting of the Detroit Aircraft Club, Verne Tucker, David Brown and R. C. Fowler were elected to the board of directors, taking office in April.

Unusual Good-Will Ad

An unusual series of ads is being run by the Owl Drug Company of San Francisco in the *San Francisco Examiner*. There are thirty ads in the series, each ten inches over three columns, and they are devoted exclusively to the features of the Panama-Pacific International Exposition. The

A City Painted by One Man!

For years a new artistic genius dreamed of a city in which neither blinding sun nor glowing night light would tire the eye—in which one harmonious color scheme would predominate.

**The Panama-Pacific Exposition
Is the Dream Come True**

Everything, from the tallest blade of grass, to the wildest fagades, every flower, vine and shrub, every walk and every wall, conforms to one dominating color scheme.

Gardens and lawns, French green
Pavels and ceilings, deep cerise blue
Fountains, orange pink
Background of colonnades, towers and
statues, red
Small domes, golden bronze
Large domes, copper colored
Stairways, gold and bronze
Lines and walls, Venetian
Building exteriors, all every to resemble
Trocadero models

Everything a complete unit in itself, all
blending into one glorious whole.

Each part made even more glorious—more useful—than before
lighting system that marks the step of progress in lighting devices.

The Owl Drug Co.

THIRTY STORES ON THE PACIFIC COAST.

THIS IS LONDON FIFTEENTH at corner of Market Street. Exposition Administration Building
Please call to see FREE, on request, when the entire series of thirty has been completed.

ads are signed by the Owl Company and that together with the reference to "twenty stores on the Pacific Coast" is the only advertising in the ad. It is stated that bound copies of the series will be given free on request, when the series of thirty has been completed.

"The company was prompted to adopt this method of paying tribute to the exposition," writes Mahlon T. Dolman, advertising manager of the company, "in view of the fact that we believed as was stated in *PRINTERS' INK* many months ago, that the exposition was not being given the proper amount of advertising publicity. Advertising men have been much interested and the requests for bound copies have run into more than 8,000 already.

"Our efforts for sometime have been directed towards giving the public daily an interesting store in an advertising way."

Becomes a Real Publication

The *Electrical Experimenter*, formerly published by the Electro Importing Company, New York, as a house organ, will in the future be published as a regular magazine by the Experimenter Publishing Company. W. D. Dumont is in charge of the advertising in the East. He was formerly associated with *Popular Electricity*, now known as *World's Advance*.



New Sales Power *through the new* **Commercial Section** *of the Electrical World*

This new department has been added better to serve important classes of buyers. It provides added sales power for advertisers through more intensive cultivation of carefully selected readers:

The New Weekly Section

is devoted to the commercial side of the electrical industry. It embraces helpful, interesting matter on the merchandising of current consuming devices and electrical supplies, interior construction, lighting practice, electrical vehicles, trade news, etc.

In the fourth issue of each month, the Commercial Section is enlarged to approximately 20 pages.

This new section appeals strongly to new business managers, commercial engineers and salesmen of central stations; to central station executives; jobbers, dealers and contractors; illuminating engineers, architects, fixture manufacturers, wiremen and electricians; electrical inspectors and underwriters, and to sales managers and salesmen of manufacturers.

***Now put the Electrical World in Circuit
with your Sales Department***

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electrical World

Electric Railway Journal

Engineering Record

Metallurgical & Chemical Engineering

Members Audit Bureau Circulations.

Here's Something That He **COMFORT Is More**

A Subscriber writes:

Lampasas, Texas, Feb. 15, 1915.

Editor, COMFORT:

I cannot close until I express some appreciation of our noble editor, Mr. Gannett. His "heart-to-heart" talk in the November issue was fine, but "the half is not told" for my belief is that eternity alone will reveal the good he and his staff of editors are doing.

I take several magazines, but none are so welcome as COMFORT.

The contributions from the able pen of Mrs. Adele Steiner Burleson, wife of the Postmaster General afford me much pleasure—especially her recent article, "The Farmer's Wife of Today," in which she so clearly demonstrates the superior advantages and real blessings of farm life.

Truly yours,

MRS. J. EDNA WHITE.

*This gives a hint of what our subscribers think of
COMFORT and its contributors.*

Why?

Well, here are a few reasons:

Two highly paid professors of well-known agricultural colleges in the Middle West edit COMFORT'S Farm Department. A lawyer of prominence in New York answers the legal questions of our readers. A woman whose writings are sought after by many of America's best magazines edits our poultry department. Mrs. Adele Steiner Burleson, wife of the Postmaster General, is a frequent contributor to COMFORT. Her articles carry a wonderful message to the "Farmer's Wife of Today."

*If You Are Looking For Mediums
Influence On Their Rea*

at Helps Explain Why re an a "Mere Magazine"

Not for money alone are such writers as these using COMFORT to reach and teach the farm folks. They have a big work to do among farm families and a big message to deliver. They know that, through COMFORT, their message is carried right into the hearts of a million and a quarter families—more than a million of them in the country.

You also can send your message to the "Farmer's Wife of Today" through COMFORT.

Do you want further proof of COMFORT'S influence with its subscribers? We could get you a thousand such letters—ten thousand—on short notice.

Why not begin sending YOUR message to our farm families with the May issue—forms close April 10.

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative.

***Mediums That Exert a Real
ir Readers Why Not Try COMFORT?***

“Immediate National Publicity”

We seek cooperation of advertisers and agents.

Going to press on Thursday of each week, we begin mailing copies on Monday, or three days after we close. The service we give to the reader as a national weekly newspaper has so caught the public that we have been obliged during the past six months to double and triple the number of copies going out on first delivery.

Forty thousand dollars a month for advertising in street cars, newspapers, magazines, and direct printed matter has helped to increase circulation, and this monthly appropriation is growing as the results grow.

We are now planning to produce of the first edition 100,000 complete copies of a 64-72 page paper and mail these 100,000 copies on Monday, three days after closing date. Remember that our pages are in every way up to magazine standards—clean, fresh looking, well printed.

We can not advance the closing date, neither can we print old news. The subscriber demands and is given a service that is not paralleled by any other medium of public opinion in the world.

Binding in the center, it is necessary that printing of the entire form, reading and editorial, begin simultaneously, and we emphasize the necessity for sending us copy as early as possible. More important, we must insist upon receiving original half-tone, not over 120 screen.

In February and March, 1915, we have approximately 20% more advertising than we had last year. This is a great tribute to the position we occupy as an advertising medium, because in the year 1914 THE DIGEST led all other national publications, weekly or monthly, in advertisements carried.

Whenever it is necessary to *quickly* tell important men in every city in the United States something new about your product, remember that THE DIGEST's service in this respect is unequalled.

Within ten days we receive copy, print it, and bring a reply!

The Literary Digest

Circulation Guaranteed, 315,000 per week
Circulation March, 1915, 356,000 per week

Where Consignment Plan Helps and Where It Hinders—III

By Charles W. Hurd

A SHORT time ago the manufacturer of a new patent coffee percolator tried very hard, according to his limited experience at selling, to break into the New York market. He found there were already several accepted types of percolators and that none of the department stores and hardware stores were anxious to handle a new model at the price he felt he must get. He had no notion of advertising; nobody had talked to him about it. He simply found himself with his money tied up in percolators and the need for getting it back.

In this situation, he recalled the big drug stores have at times sold nearly everything, from umbrellas to prunes. It was outside the regular line, but he called on one of them. The store manager did not warm up to the proposition.

"I can't see enough in it to gamble on," he said. "You understand that it's my window against your goods. If the goods don't sell, I've lost the use of the window and more besides. But I'll tell you what you do: you send me up half a dozen of the percolators and I'll display them in the store. If those sell we'll want more."

The percolators were sent up. They kicked around the store for a week or so. At length the manager noticed them and told the window-dresser to put a couple in the window, with a card. People saw them there and came in to inquire about them and buy.

That was the way the demand started. Immediately the manager sent out a hurry call for more percolators. He had had no faith in them and had carelessly mislaid the manufacturers' address. But at last it came to light, and a lot of percolators were ordered, not on consignment, but in the regular way. A whole window of the store was given up to display and

a counter demonstration was arranged inside the store. It was a complete success. And the manufacturer had little difficulty in getting his goods into other stores on the right basis.

MANUFACTURER GETTING STARTED

This is a typical case of the kind. Almost always the manufacturer is a beginner in his line, plunging with his little all on a novelty, with no idea of what to do to market it.

"They come to me without the faintest notion of what price they ought to ask," said the manager, "and some make ridiculous propositions. One man last week offered me fifteen per cent discount, when our mere cost of doing business is over thirty per cent. Generally we want the wholesale price and then ten per cent additional. But that's when I really want the goods badly. When I don't, I make them come down. And when I can, I trim them—take all I can get. That's all right, isn't it?"

"It's pure gamble on our part. It isn't as if the manufacturer simply dumped his goods into our store and they sold themselves. We don't know how anything will turn out until we try it. In order to make anything in a large way out of a proposition we have to push it. That means putting it into the window. We get \$75 a week for that window if we sell it outright, and we expect to make more than that out of it with anything we think worth pushing. Sometimes we let the manufacturer or his demonstrators get into the window and demonstrate the goods. And if we think well of it we give it space in our newspaper advertising.

"If it goes, we buy the rest of the stock instead of accepting it on consignment. We may close the consignment out in two days and treble the order on the ordinary

I believe that National Advertisers wishing to enter the New York field will find the information I possess about this territory, of value to them. I am willing to co-operate with them and their advertising agencies on the basis of a fee.

I believe that, in conference with them, I can tell them about conditions here, which I have taken the pains to inform myself on.

It has been a natural bent with me to investigate everything that has a bearing on advertising. I know about the successes and failures and why they were successes or failures.

I am able to dispel the notion that it costs a very large sum of money to enter the New York territory with hope of success.

It does not cost any more to get going right in New York than it does in any other section of the country—IF THE ADVERTISER KNOWS HOW.

Furthermore, the advertiser who gets going right in New York will go right all over the country, because New York is a national advertising field.

I can help advertisers to get started right in this section.

WILLIAM C. FREEMAN

No. 2 WEST 45TH ST., NEW YORK.

Phone, Bryant 4187.

terms. We seldom get stung. The minute a display or demonstration of consigned goods isn't going well, I rip them out of the window and send them back."

FEW STORES LIKE THAT

This store is an exceptional one and so is its policy. Few drug stores are so advantageously situated for catching the public's eye, and so can gamble for large stakes in their windows. The department stores could if they wanted to, but they do not, as a rule.

There is another reason why most other drug stores do not. They have a policy of their own. As a rule, they do not want under any conditions to stock goods they do not believe they can sell. If they believe they can sell them, they want to buy them and buy them "right." They prefer the "inside price" on purchased goods to a gambling chance on consigned goods.

If they could get consignment on top of the inside price, they might take it, but the two things do not ordinarily go together on the kind of propositions the ordinary store will entertain. The minute the proposition inclines to a gamble, the average proprietor will turn it down. The average chain-store manager has no authority and the buyer at chain-store headquarters, when the buying is done that way, ordinarily will not take a gambling chance on anything he does not think enough of to buy. He may let a manager try it out in one store, but even then he is likely to make the manufacturer pay for the window or store space either in cash or extra goods. He assumes little or no responsibility for loss.

In the department store field it is worked differently, but the result comes to about the same thing. The upper-class stores take very few consignments, the middle-class stores more and the popular stores most, and these all chiefly in the ready-to-wear line. But even in the latter stores the volume of consignment goods purchased is small, perhaps only two or three per cent.

Department stores, like chain stores, like to buy close. They do not depend to such an extent as the chain stores do upon their windows to move consigned goods; they use their windows for more important lines. Counter display and demonstration take the place of window display and demonstration.

The essential clumsiness of consignment discredits it with most of the stores. Extra system, extra bookkeeping, extra expense, are involved, and a premium is put on misunderstandings and disputes. Occasionally in the matter of store demonstration there is a consignment arrangement, but this is the exception. The price of demonstration booths is generally standardized in the same way that the best chain-store show-windows are standardized. There must be a guarantee as to a minimum of sales. The booths are often engaged far ahead by large and well-known houses. They are so managed as to afford the store a steady, more or less definite income.

What the department store prefers and insists upon, where it can, in addition to a satisfactory discount, is an advertising appropriation to pay for mention in its local advertising. This is considered by some of the trade papers to be an abuse and is fought by them. The stronger advertisers will not grant it, as a rule, but the weaker ones do habitually, and a large part of the advertising of some department stores, both big-city and small-city stores, is said to be made up of space paid for by the manufacturers. There is no way of determining to what extent this is true, inasmuch as all of the arrangements are, of course, confidential, but each manufacturer who has had experience with these stores can draw general conclusions from his own experience.

Most consigned goods in the department store field are in the nature of "jobs," that may or may not sell, in the view of the buyer.

Consignment, as it is on the present basis, thus seems to have no chance of spreading much beyond its present limits in the lines mentioned. Manufacturers will

Old Hampshire Bond

If you now use ordinary to average business stationery, it is probably because you think you save much money by doing so.



Old Hampshire Bond will increase the production cost of your letters, at the most, 2%. That is, for 1/10 of a cent per letter, every letter you send out will be a credit to your business. That is economy.

Ask us to send you the Old Hampshire Bond Book of Specimens.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

*The only paper makers in the world
making bond paper exclusively.*

use it only as a last resort. Some retailers insist on it up to a certain point, but the moment regular profits show up, they switch to the straight buying basis and ask inside prices, or advertising appropriations, or bonuses for display and demonstration, or all of them together.

OBJECTIONS IN GROWING FIELD

What might happen in a field so vast as the grocery field was pictured to PRINTERS' INK by a wholesale grocer:

"My objections to consignment through the jobbers in the grocery trade are these: First, the matter of machinery. It would mean extra sales slips, extra receipts, extra invoices and extra ledger accounts. Second, you could not control the retailers. They would not report. It would be hard to check up and collect because they might be ordering from several jobbers and no jobber could tell which were his own goods and which were not. The dealers could trick them. They trick them now in many ways and it would be worse if consignment were a common practice. There would be large losses.

"Then, again, the jobber would not like to stand between the manufacturer and the retailer in any dispute, and as party to one agreement he would have to do so.

"Contracts between the manufacturer and jobber did not protect prices. There was more price-cutting during the time of 'ironclad' price maintenance than there is to-day. The jobbers could not control it because they could not control their salesmen. The business of most grocery jobbers is 'owned' by their salesmen: the jobbers are after volume of business and the salesmen who can deliver volume of business are all important. They work on commission and they will rebate anything up to the amount of the commission to get the business.

"Conditions are better to-day in the grocery field. The morale of the jobbers is better. There is less price-cutting because there is less profit, due to the increase in the cost of production and the

cost of doing business, and also to the fact that the manufacturer is not swinging the big stick any more, but is trying to persuade the retailer to co-operate by appealing to his best interests. The dealers rebelled at coercion. With more prosperous times and a wider margin of profit, doubtless many of them would fall to cutting prices again, from sheer pressure of competition, but some of them at least are going to stick to the standard price under any circumstances. Conditions will be better as the result of the manufacturer making the attempt they have at understanding."

But there is a last argument against consignment as a system either of price maintenance or distribution which is a strong one, though an economical and theoretical one.

Suppose, in spite of the increased cost of the consignment system, it should be adopted by national advertisers as a means for maintaining their retail prices: they would have to face three contingencies.

THREE TROUBLESOME CONTINGENCIES

They would either have to *raise their retail prices* in which case their standard brands would be at a relative disadvantage as compared with all existing private brands of the retailers and would tend to lose the support of small retailers who thus far have preferred standard brands and have not gone in heavily for private brands.

Or they would have to *cut the retail profit*, which similarly would stimulate the retailer's interest in private brands.

Or they would *cut their own profit* alone; which would weaken them as a class and correspondingly strengthen the retailer.

Each of these possibilities is fraught with trouble. Anything that increases the manufacturer's cost of distribution leaves him at a disadvantage in comparison with those who control the outlets. If these outlets were not manufacturers or distributors on their own account, it would make no difference theoretically to the manufac-

The National Advertiser's Intensive Merchandising Plan

United Profit-Sharing Coupons are not merely Premium Coupons.

Their value does not consist solely in providing you with an effective, economical Premium system.

They are more than that—*very much more.*

They are the nucleus that has made possible the greatest and most powerful national merchandising plan that has ever been presented to national manufacturers—a national merchandising plan that could be developed in no other way.

This great Merchandising Plan intensifies the value of every dollar you spend for newspapers and magazine advertising. It gives greater selling power to every salesman you employ.

That is why it has been adopted by the national manufacturers of such nationally advertised trade-marked articles as Wrigley's Chewing Gums, Nesco Royal Granite Enameled Ware, Boston Garters, President Suspenders, Rubberset Brushes, De Long Hooks & Eyes, Durkee Salad Dressing, Swift's Soaps, and others.

If you are the manufacturer of an article of merit you are offered an opportunity to join in this intensive merchandising plan—to link your publicity and sales work with that which is being done by and for these nationally known trade-marked articles.

Full particulars on request.

**UNITED PROFIT-SHARING
CORPORATION**

44 WEST 18th STREET, NEW YORK



A Picked Audience of 22,500

Men with purchasing power who have been educated to buy advertised products. Chief Engineers, Master Mechanics, Superintendents, Consulting Engineers, General Managers—eager listeners to the semi-monthly messages of manufacturers of power plant equipment.

This Prestige has been gained by a persistence in excluding from *Practical Engineer* all advertising foreign to its field.

Write for circulation map by states and industries, rate card, copy of contract, etc.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn St.
Chicago, Ill.

123

turers how high the costs ran: they would simply have to add them to the cost of production and overhead, and pass them along to the public, and the public would have to carry the burden.

But with competition in control of the outlets there is no escape that way. The salvation of the manufacturer will depend on his finding less expensive, not more expensive, means of distribution through the present avenues of trade, or else on finding new avenues. Consignment, on the face of it, is not the answer. It may, as asserted, contain the germ of a better system, but the germ has not been discovered.

"Every Week," a New Magazine, to Appear May 1

The publishers of the Associated Sunday Magazines announce a new illustrated weekly to be issued by them beginning May 1. The publication will be called *Every Week*, and will be on sale in the territory unoccupied by the Associated Magazines. In each city the exclusive rights will be assigned to one newspaper, and while it may be sold independently, it is believed that a large part of its circulation will be secured by newspaper clubbing plans.

Bruce Barton will be editor of the new publication, and the advertising staff of the Associated Magazines will look after its advertising interests.

It is stated that while *Every Week* will have special features it will be accorded the simultaneous rights to any of the features of the Associated Sunday Magazines.

John H. Hawley is president of the new company.

Ray M. Owen Joins Harry S. Houpt, Inc.

Ray M. Owen is now a partner in Harry S. Houpt, Inc., New York, which concern handles Mitchell cars in the East. Mr. Owen handled the entire output of Reo cars until the company took over the sale of its cars direct. Recently he has been backing the Owen magnetic car, with electric transmission. In the New York City territory the Owen car will be marketed independently, but at various other points the Houpt Company will handle both the Mitchell and the Owen.

Fuessle Advertising Manager of Chalmers

Newton A. Fuessle, formerly with the advertising department of the Packard Motor Car Company, has been appointed advertising manager of the Chalmers Motor Company.

What Publishers' Representatives Are Doing in Chicago

The Six Point League met for the monthly luncheon on March 13 at the Hotel Martinique, New York. George Frank Lord, advertising manager of the DuPont Powder Company, Wilmington, Del., made the principal address, which is reproduced in part elsewhere in this issue.

Progress which the Chicago special newspaper representatives have made in clearing information of value among the members of their association was reported by Robert Ward, of Chicago.

A weekly bulletin containing information on new business is sent out by the Chicago association to its members.

Recently a number of questions were submitted to publishers to find what service they would give foreign advertisers and the replies have furnished a fund of useful information which may be used in the solicitation of business, according to the speaker.

"Formerly we could only make general statements regarding what certain papers would do for foreign advertisers," remarked Mr. Ward. "Now we have actual information which we can give advertisers. We made the list of questions broad enough so every publisher would feel he could co-operate in some way with foreign advertisers."

Loose-Wiles Concentrating on New York City

Advertising and selling campaigns, concentrated for the present on New York City and suburbs, were begun this month by the Loose-Wiles Biscuit Company, which has recently completed a new plant in Long Island City.

Full page newspaper copy opened the advertising campaign and featured the Sunshine biscuit rack used by dealers. "Look for the rack! It is the sign of the up-to-date intelligent grocer," says the copy.

A vigorous selling campaign will be hooked up to the advertising in an effort to greatly increase the distribution of Sunshine products in and around New York.

With Forest City Paint & Varnish Co.

Frederick C. Kuhn, for six years identified with the advertising and trade promotion departments of the Sherwin-Williams Company, and latterly sales manager of the Ullman-Philpott Company, has been appointed advertising manager for the Forest City Paint & Varnish Company, Cleveland.

John H. Clayton in for Himself

John H. Clayton, advertising manager of the Chicago Belting Company, has resigned, and will furnish advertising service to general users and special sales-dummies to printers.



"Unlike any other paper"

Don't sacrifice the farmer's friendship and confidence now that he is increasingly well-to-do.

Keep your copy in The Farm Journal, no matter what other mediums you temporarily discontinue —for The Farm Journal is big enough and resultful enough to serve you everywhere.

Striking a New Note in Corset Illustration

How the "Redfern Lady," in Outline, Successfully Illustrates the Natural Models of the Current Styles—A Departure from the Conventional Corset Advertising Which Has Proved Its Popularity

GETTING human interest into illustrations is one of the most difficult tasks the average advertising man is asked to do.

There are some advertisers who run a "pretty picture" and let the matter go at that. Others are contented to use an undistinguished illustration showing their product. But there is a small though constantly increasing number of manufacturers who insist that their products be illustrated so as to stop the passing glance and generate the desire to buy.

One of the most successful and interesting campaigns ever built around illustrations is that of the Warner Brothers Company and its Redfern Corset Lady. She has been cartooned in *Harper's Weekly* by Oliver Herford, and sung in verse by Franklin P. Adams in the *New York Tribune*.

For years, corset advertising had been in more or less of a rut. There was no distinction in the text or illustrations. A cut of one company's product might easily have been used to advertise any competitive brand.

During the last 12 years there has been a great boom in the business. In that time the appropriations of most of the large corset manufacturers have been increased largely. There has been a demand for better corsets and more careful fitting. Few women are satisfied to have but one cor-

set, as was the case ten years ago. They have at least one corset for special occasions.

With this demand came stiffened competition, and as a logical outgrowth—real advertising. New companies entered the field, eager to share in the profits of the booming industry. The Warner Brothers Company was a pioneer in the making of corsets, and it had no intention of losing the ground which had been gained.

About a year and a half ago fashion sanctioned the more natural figure. Low-bust corsets with larger waists, giving the figure more play, came into style. With this natural model came the desire to show the figure as it really is.

"We planned our art work for newspaper use and sought an artist who could portray a natural, living figure with the fewest pos-



"En tenue et facile pour être vue sans les attaches de ses lignes"—Extrait de *Montaigne*.

This is the spirit of Fashion today. The secret of corsetry is naturalness. How comfortable you are—perfectly fitted in one of the new Redferns! Freedom shown in every pose, and beautiful support is assured by the light boning rightly placed.

The Normal Figure, Redferns follow nature perfectly—the front clasps are even slightly curved. See them—they represent the latest styles for Spring. The leading stores will fit them.

Normal Figure Styles:
 \$279 50 Bazaar \$41.00 | \$279 50 Bazaar \$4.00
 \$279 50 Bazaar \$8.00 | \$279 50 Bazaar \$4.00

At High Class Shops
 \$3.00 to \$15.00

Redfern
Corsets

ONE OF THE SUCCESSFUL OUTLINE ADS

sible lines," said the advertising manager of the company, in discussing the campaign. "For weeks we experimented with one artist after another, only to turn them down, until finally we located the artist who could do the work we wanted.

"Why not show a corset as it

was actually worn? Why not show it on an actual figure, not a flat, lifeless dummy? This we aimed to accomplish, and believe we have been successful. You can judge from the illustrations.

"We ran the advertisements in a few of the largest cities, selecting the leading, high-class dailies in every instance. The result was almost instantaneous. We featured only the newest, radical styles, and our sales jumped at once.

"The illustrations were clever, but best of all they sold the goods. Sales kept right up in face of dullness in other lines of business, and a remarkable increase was noted almost immediately.

CRITICISM THAT PROVED THE IDEA SUCCESSFUL

"Our campaign lasted but eight weeks, but hardly had two or three insertions appeared, before comments and criticisms began to pour upon us."

Boston led the critics. Letters were received by the company condemning the frankness of the illustrations. This criticism revealed that the company had accomplished the very thing it had wanted to do—show the corset in a natural way on a human figure in an illustration.

But the company wondered if a mistake had been made. It had faith in its advertising, and wanted to find out the real attitude of the consumer. So a contest was created and the company offered a prize of \$50 for the best favorable criticism of the advertising idea, and \$50 for the best unfavorable one.

The contest was advertised in *Vogue* and *Vanity Fair*, and brought a flood of replies. When the letters had been read and averaged it was found that opinion was three to one in favor of the striking and daring Redfern Corset Lady. The company felt satisfied that in a concrete case its judgment had been sustained by public opinion.

Many of the replies received were very humorous. Some bordered on the sarcastic, but all showed the womanly point of

view, which many advertisers strive so hard to reach.

Practically every reply was from an educated woman. Many of the letters were typewritten in a business-like manner. Others were written on finely engraved stationery. This established that the advertising was reaching the very class of buyers the company wanted to interest in Redfern Corsets.

A keen appreciation of advertising was discernible in many of the letters, indicating that women of means are well posted on many advertising devices for attracting attention.

Here are a few sample paragraphs from some of the letters, and although they were sent in as unfavorable views it is evident that frankness dominates as the chief fault found.

"The picture is so startling that one only glances at the corset," exclaimed one woman, unknowingly telling the company it had achieved what it had set out to do.

"Its extreme frankness of treatment offends a woman's sense of delicacy," declared another.

"The feminine figure was meant to be kept inviolate from the curious public gaze," wrote one woman.

"To be perfectly frank, the advertisement for the Redfern corsets is a striking one, but its good points and charm might be portrayed in a less bold manner," concluded one.

The letter which won the \$50 prize for favorable criticism is interesting. It remarks:

"Naturalness is not a crime—yet. The woman who loves to jump and run—to be a girl even until the twilight years, does not wear a straight-jacket from choice. In what save a Redfern could one sit on her heels and tease a playful puppy in unrestrained joy?

"Naturalness is never immodest—frankness is never suggestive. Redfern's advertisement needs no seductive draperies or swirl of lingerie. Its lines of ease and mobility, of joyous youth and eager freedom, cannot be too boldly portrayed.

"How do I know? I have revelled in one for years."

A feature of the contest was the acknowledgment of replies which the company mailed. These were enclosed in a miniature Redfern corset box with a tiny Redfern corset.

Previously Franklin P. Adams

Modestly set in an open-face letter: But don't you think, peradventure, on my ac-

Count that a body type might 'a' been better?"

Merchants throughout the country got busy and wrote for cuts and the advertisements were widely reproduced in newspapers. The illustrations were a hit.

Then the company had another inspiration. It decided that it would remove all but essential outlines. It would show the head of the figure, the hands, the feet—and above all, the corset.

The new series proved even more popular than the outlined one. The corset was brought out with a punch that a searchlight couldn't give. It is impossible to look at one of these Redfern Lady illustrations without knowing at once that a corset is advertised.

The latest development of the Redfern Corset Lady illustrations is a completely

gowned figure to which even the most captious critic could not object. These illustrations have all the charm and distinction of their predecessors.

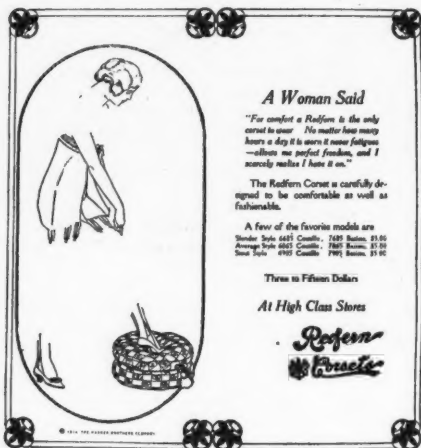
This advertising is being carried on now. The outline and cut outline series are used in rotation. The company emphasizes the importance of high-priced art work in the success of these illustrations, and believes they would have been ineffective if they had been cheaply produced.

Dickinson With Hupp

Frederick Dickinson, formerly connected with the Shaffer group of newspapers as assistant promotion manager, has joined the advertising department of the Hupp Motor Car Company.

Gandy Changes Connection

Lewis C. Gandy has resigned as editor of the *Printing Art* to become associated with the Randall Company, a printing concern of St. Paul, Minn.



THE "PHANTOM STYLE" OF ILLUSTRATION THAT HAS MADE A STRONG IMPRESSION

had broken into verse with the following lines:

TO THE REDFERN CORSET LADY

"Lady, I was never one to flatter,
Never one to pull the insincere;
Ever am I chary with my chatter;
Few the frails for whom I fill an ear.

Diffidence and shyness are my habit;
Frightened I as any forest fawn;
Timid I as any startled rabbit;
Shrinking as an Orion at dawn.

Yet I feel no trace of any shyness,
Hurling elegiacs at your head,
Speaking of your obvious divineness,
Not a fear, anxiety, or dread.

Cast the gyve and break the galling fetter!
Far away discretion's chain I throw,
Lady, for I feel I know you better,
Than most any other girl I know."

The Lady herself wrote the following reply which was set in bold display type in the "Conning Tower" column of the *Tribune*:

YES; OR CHELTENHAM BOLD

"Thanks, F. P. A., for your frank elegiac



—and when he says: "This paper wears" —

Try the PARSONS Test for Wear

You'll find it in this little book—"How to Test Bond Papers"—one of a series of simple tests for paper-quality that we have collected after long years in the paper business. And taking the series, YOU, without any special knowledge of papers, can readily tell just whether the printer or the paper salesman is right in his claims for the paper he wants to sell.

The book is mailed free to any paper-buyer who will write for it on his office stationery, and you will find it extremely helpful, inasmuch

as the tests are taken from the daily experience of men who have been making and testing papers for more years than most firms have been in business.

With it come test samples of the famous *Parsons Old Hampden Bond*, a high-grade, plate-finished Bond that has won a national sale solely on its merit. This paper is made in 10 colors, and envelopes to match can be had from any printer. Write today for "How to Test Bond Papers"—and compare *Old Hampden* with the bond you are using now.

Parsons Paper Company, Holyoke, Mass.

Ask your Printer, about OLD HAMPDEN

PARSONS

OLD - HAMPDEN - BOND



Special Opportunity

for

Advertising and Newspaper Men

\$10,000.00 in Cash

For Your Ideas

About Association Members and Their Products

TO THE SUCCESSFUL CONTESTANTS \$10,000 IN CASH PRIZES WILL BE PAID, DIVIDED AS FOLLOWS:

First Prize	\$1,000.00
Second Prize	\$500.00
Third Prize	\$250.00
Fourth Prize	\$100.00
Fifth Prize	\$100.00
Sixth Prize	\$100.00
Seventh Prize	\$100.00
Eighth Prize	\$100.00
Ninth Prize	\$100.00
Tenth Prize	\$100.00
Eleventh Prize	\$100.00
Twelfth Prize	\$100.00
Thirteenth Prize	\$100.00
Next 25 Prizes	\$50.00 each
Next 50 Prizes	\$20.00 each
Next 100 Prizes	\$10.00 each
Next 200 Prizes	\$ 5.00 each
Next 3,000 Prizes	\$ 1.00 each

3,388 Prizes—Total \$10,000

SPECIAL: "AWARD OF MERIT" TO EVERY PRIZE WINNER

You will receive a handsome "AWARD OF MERIT" as a permanent record of your "accepted ideas," with your name engrossed thereon, containing our complete membership and bearing the Association emblem embossed in its natural colors, officially signed and sealed by the officers of the Association.

Prize Winners' Names. listed by Countries, States and Cities, will be on display in the windows or stores of various merchants whom you see making window displays in the Window Display competition. Those lists will be mailed to merchants from our New York Association offices on August 14, 1915.

HERE ARE THE SIMPLE CONTEST CONDITIONS

1st—You may submit one letter only for each Member of the Association.

2nd—Each letter may be written on any or all of the subjects as listed on this page.

3rd—Each letter must contain the respective Member's name at the top, followed by your idea, expressed in not over 50 words. Sign your name and address at the bottom.

4th—Each letter must be on one sheet of paper, written on one side only.

5th—This contest closes on May 15, 1915, and all contest mail must bear postmark not later than that date. No questions can be answered in this contest. Do not send any of your suggestions direct to Members of the Association, but mail them in one package

Addressed to "Idea Letter Dept."

where they will be officially stamped, entered in the contest, and forwarded to each of the respective Members, who will judge and pass upon the ideas submitted for their respective concerns.

6th—No contestant shall submit the same idea for more than one Member.

All ideas submitted will be judged upon their merit and value, and will become the property of the Association and its respective Members, and will not be returned.

The person having the largest number of idea letters accepted will receive the first prize, the second largest number second prize, etc.

In the event of a tie for any prize, such prize will be awarded in full to each of those tying.

The Idea letters may be on either of the following subjects:

- 1st. Your Ideas of the Superior merits or any new uses of our Members' products, such as may be used for an advertisement; you are privileged to use illustrations, if desired.
- 2nd. Your suggestions of NEW BUSINESS IDEAS pertaining to production or sales in any branch of any Member's business.

Here are a few other suggestions for Contest Ideas

Ideas upon new uses for Members' goods.
Ideas of new advertising phrases for products.
Ideas for selling.
Ideas for demonstrations.

Ideas for window displays.
Ideas for traveling salesmen.
Ideas for uses of Association Membership by Members.
There are countless other ideas.

By Invitation, the Following Are Members:

Rifles, Shotguns and Ammunition
Winchester Repeating Arms Co.
 New Haven, Connecticut

"Yale" Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Company
 New York

Crane's Paper & Fine Stationery
Eaton, Crane & Pike Company
 Pittsfield, Mass.

"Y and E" Filing Devices & Office Systems
Yawman & Erbe Mfg. Company
 Rochester, N. Y.

Hams, Bacon, Lard, Veribest Specialties, Grape Juice
Armour & Company
 Bouillon Cubes, Laundry & Fine Toilet Soaps

Pillsbury's Best Flour
Pillsbury Flour Mills Co.
 Minneapolis, Minn.

Towle's Log Cabin Syrup
The Towle Maple Products Co.
 St. Paul, Minn.

Holoproof Hosiery
Holoproof Hosiery Company
 Milwaukee, Wis.

Clockmakers Since 1817
The New Haven Clock Co.
 New Haven, Connecticut

"Indestructo" Trunks and Luggage
National Vear Products Co.
 Mishawaka, Ind.

Fine Furniture
Berkey and Gay Furniture Co.
 Grand Rapids, Mich.

"Niagara Maid" Silk Gloves and Ladies' Silk Underwear
Niagara Silk Mills
 North Tonawanda, N. Y.

Rugs and Carpets
The M. J. Whittall Carpet Mills
 Worcester, Mass.

Linoleums and Oil Cloths
Cook's Linoleum Company
 Trenton, N. J.

Spectacles, Eyeglasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Company
 Southbridge, Mass.

Lead Pencils, Pen Holders, Rubber Bands and Erasers
Eberhard Faber
 New York

Fine Mechanical Tools
The L. S. Starrett Co.
 Athol, Massachusetts

Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
Berry Brothers, Inc.
 Detroit, Michigan

Fine Brass Beds, Steel Beds and Springs
The Simmons Manufacturing Co.
 Kenosha, Wis.

Onyx Enamel Ware
Columbian Enameling & Stamping Co.
 Terre Haute, Ind.

Automobiles
The Willys-Overland Company
 Toledo, Ohio

Magnetos and Spark Plugs
Spiltdorf Electrical Company
 Newark, N. J.



Typewriters
Remington Typewriter Co.
 New York

Sharpening Stones and Abrasive Materials
The Carborundum Company
 Niagara Falls, N. Y.

"Porosknit" Summer Underwear
Chalmers Knitting Company
 Amsterdam, N. Y.

Revolvers and Automatic Pistols
Smith & Wesson
 Springfield, Mass.

Lawn Mowers
Coldwell Lawn Mower Company
 Newburgh, N. Y.

Waterman's "Ideal" Fountain Pens and Ink
L. E. Waterman Company
 New York

Small Motor and Fan Specialists
The Robbins & Myers Company
 Springfield, Ohio

Watches
Elgin National Watch Company
 Chicago, Ill.

Umbrellas
Hull Brothers Umbrella Co.
 Toledo, Ohio

Bohn Syphon Refrigerators
White Enamel Refrigerator Co.
 St. Paul, Minn.

Alabastine-Sanitary Wall Coating
Alabastine Company
 Grand Rapids, Mich.

Fruit Jars, Packers' and Druggists' Glassware
Hazel-Atlas Glass Company
 Wheeling, W. Va.

Electric Heating Apparatus
Simplex Electric Heating Co.
 Cambridge, Mass.

Women's Fine Shoes "Queen Quality"
Thomas G. Plant Company
 Boston, Mass.

"Oildag," "Gredag," Acheson-Graphite and Electrodes
International Acheson Graphite Co.
 Niagara Falls, N. Y.

Electric Pleasure & Commercial Autos
"Detroit Electric"
Anderson Electric Car Company
 Detroit, Mich.

"I-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Co.
 Kansas City, Mo.

California Canned Fruits & Hawaiian Pineapple
Hunt Brothers Company
 San Francisco, California

Qualifications for Membership: Honor Quality Strength Service

Rice Leaders of the World Association

ELWOOD E. RICE, Founder and President

358 Fifth Avenue

New York, U. S. A.

Making the Dealer a Stockholder,— Does It Induce Him to Push the Goods?

An Investigation of the Methods by Which Dealers Are Induced to
Become Stockholders in Manufacturing Concerns Whose
Goods They Handle

SOME 25 years ago, when the Emerson Drug Company first put Bromo-Seltzer on the market, its distribution was stimulated by giving a share of stock in the company with purchases of a certain quantity of the product. Whether or not that was the first promotion of the sort, it certainly was the first time the scheme had been worked with conspicuous success. And the Bromo-Seltzer business was a success, as everybody knows who has any contact with the drug trade.

Of course, it was only natural that the plan should be followed by a host of other concerns who desired to give the retail druggist a personal interest in pushing their particular goods. Some of them succeeded almost as well as Emerson did, and others made a fair showing; but the great majority have fallen by the wayside.

Ask almost any dealer whether he is interested when a concern offers him shares of stock and he will likely throw up his hands and say, "Not for mine." He will then go to his safe, take out a bundle of beautifully engraved stock certificates, show them to you, and tell you that if you can use them in any way you are welcome to them. He will also tell you, pointing to a particular certificate, that he has been waiting five years for one dividend and he thinks that if he waits 105 years more he may realize something.

It should be apparent, therefore, right at the start, that the mere fact that the dealer is offered some stock in the manufacturing concern does not necessarily augur that he will fall over himself to get the goods. Neither will it necessarily prejudice him against the goods, for he is probably already the holder of stock in one

company or more which is paying him fair dividends. But he will have to be shown that there is something more back of the proposition than the mere desire to enlist his efforts to push the product. In other words, he must be convinced that the goods are to be advertised in the right way, and that they are worth stocking on their merits, irrespective of any bonus. The day has gone by when a manufacturer can obtain country-wide distribution by means of a stock bonus which is not backed by a consistent merchandising policy.

It is a matter of common report in the drug trade that a good many of the well-known proprietaries have been launched by the stock-bonus method. Application to the manufacturers in many cases, however, has failed to elicit confirmation of the reports. Therefore it is not claimed that every manufacturer who has been successful in getting distribution by making stockholders of dealers is mentioned in this article. Such facts and figures as are given, however, have in each case been verified by the manufacturer.

HOW IT WORKS OUT IN PRACTICE

The Partola Company introduced its share offer less than two years ago. At that time a share of stock was offered gratis to any retail druggist who purchased \$50 worth of Partola. The fast-increasing demand for the product plus the rapid rise in the dividends have justified the company in increasing the quantity from \$50 to \$100. Within a short time a purchase of \$150 will be the minimum with which a share of stock will be given. A dividend of 11 per cent was declared last year.

The American Druggists Syndicate, known as the A. D. S., adopted a different method. The company was formed entirely of druggists. It was started in November, 1905, with 1,000 members and was capitalized at \$200,000, divided into 20,000 shares at the par value of \$10 each. At the beginning the jobbers refused to handle the products of the new corporation and the management was forced to manufacture other products and stock other articles in order to make up a profitable shipment under the minimum rate weights of the railroads. Thus the jobbers forced the syndicate to widen its scope.

In September, 1914, the A. D. S. had a membership of upwards of 19,000, including more than 3,000 physicians; had a plant covering more than ten acres of floor space in Long Island City and branches in various cities throughout the country. The company is said to be doing a business of over \$4,000,000 a year. The first dividend in 1906 was 20 per

cent; in 1907 dividends of 30 per cent were distributed; in 1909 the stockholders voted to use the surplus earnings in the improvement of the plant and service. In 1910, 1911 and 1912 an 8 per cent dividend was paid, and in 1913 a 9 per cent dividend was distributed, besides a stock dividend. Including the new stock distributed among shareholders in 1910, the A. D. S. has paid a total of over \$1,000,000 in eight years.

The makers of Partola are fairly strong advertisers. They realize the value of adding advertising to the stock offer. On the other hand, the A. D. S. has not done much advertising, but has held to the co-operative plan of depending upon the dealer to push the products. As a result Partola is also stocked by non-stockholders, while A. D. S. products are seldom found in stores where the dealer is not a stockholder.

There are three ways in which the dealer receives stock from the manufacturer. First, he is sold the stock outright, as in the case of



THE NEW PLOWMAN does not plod his weary way,—he drives a tractor, and uses farm power machinery wherever it can be applied to lighten the load, expedite work and make more money. Advertising forms of "*The Two Leading Farm Power Magazines*" close as follows:

**American Thresherman
and Farm Power**
April closes March 25

Gas Review
For the Gas and Oil Engine User
May closes April 10

Send for Specimen Copies, Rates, etc.

CLARKE PUBLISHING CO., Madison, Wis.

NEW YORK INDIANAPOLIS CHICAGO
Paul W. Minnick, Marbridge Bldg. J. B. Parker, 2002 Central Ave. J. C. Rogers, Hearst Bldg.

the Nyal company, the A. D. S. and many others; second, he is given the stock as a bonus with a quantity order of goods; third, the dealer is sold at least one share of stock in order that he may avail himself of a special discount. The Eisner-Mendelsohn Company uses this third method for pushing Hoff's Malt.

The first method is being adopted more and more every day. There are still many dealers who believe that if they get in on the ground floor of some of these newly organized stock corporations they will soon be drawing dividends of from 30 to 50 per cent. But a majority of them steer clear of new and strange stock propositions.

The second method is not much used, because dealers know that every time they receive one of these shares as a gratuity it is apt to be worth only the paper it is written on.

The third method is considered a good proposition by many dealers. For example, in the case of the Eisner-Mendelsohn Company, which is the sole agent for Hoff's Malt, a shareholder obtains a discount of 50 per cent on all the malt he buys. And this is one of the reasons why a dealer likes to get in as a shareholder.

WHICH IS BEST METHOD FOR DEALER?

Of course, if the plans worked out as expected, all of them would be advantageous to both dealers and manufacturers, but the trouble is many of them start out with good intentions which are never fulfilled. However, dealers favor the stock bonus with the quantity order. In this proposition they have less to lose because they at least receive the value of their money in goods and they have some chance of getting their money back. They take the stock on a chance and if it turns out all right they have gained so much—if it does not they have lost nothing. When a dealer buys his stock outright, he is taking a chance on whether or not it will ever materialize and pay a dividend. He is also taking a chance

on whether or not the company in question will ever be on a sound basis so that the stock will be worth owning.

As stated above, the attitude of the dealer toward these propositions at the present time is somewhat hostile. He has been fooled so many times that often when stock is mentioned to him he is "not interested." The dealer has seen so many of these brilliant propositions go to pieces that it is no wonder he steers clear of them. It is common for a dealer to receive a circular letter to this effect:

Come now, gentlemen, you will recall without very much trouble the fact that the men who sent their first \$10 to help form the Blank Company, when it was but a paper dream, are now drawing, besides their trade advantage, 32 per cent a year and next year will be drawing 64 per cent on their original investment. Look at what the men are drawing down who got Bromo-Seltzer stock and held on to it. This will be as big. You made those two, you made Rexall, you are making DeWitt, now make this one for yourselves.

Prove to us and to yourselves that our ideas are right and that the drug trade is big enough and brave enough to do for itself those things which are best and which bring profit.

These circulars are always offering the dealer bonanzas and get-rich-quick propositions. Many times he is tempted to invest. Too frequently he has spent his hard-earned cash only to realize, too late, what a fool he has been. Thus it is that the honest manufacturer who tries to sell his stock finds it a hard task. As a result many meritorious stock propositions have been abandoned because of the attitude of the dealer.

There are three reasons for so many failures.

In the first place a majority of these corporations are overcapitalized. Frequently we see an elaborate stock certificate put out by some corporation capitalized at \$4,000,000, and doing a business of say, \$10,000 or \$15,000 a year. A good example of this is a company which incorporated in 1903 with a capital stock of \$4,000,000, the object being to market a substitute for Bromo-Seltzer. Realizing the success that Bromo-

In Canada Use the Dailies

CANADA is preeminently a newspaper country. The alternative, magazines, cannot be had. To cover the country adequately in whole or in part, community mediums—daily newspapers—must be used.

The distribution of Canada's population of 8 000,000 is represented by a line of great length, some breaks, and of no great breath—a line which follows very closely the northern boundary of the United States from the Atlantic to the Pacific. This unusual distribution favors the development of daily newspapers and hinders that of publications aiming to be national in regard to their circulation.

The rates of Canadian newspapers are lower than those of corresponding papers published in the United States. The average minimum line rate for the papers listed below is 5½ cents. A 10,000 line campaign using all these papers would cost less than \$7,000.

In planning an advertising campaign for Canada, the following are strong dailies in their respective fields—the territories which yield advertisers the best results. For rates, circulations and all other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building
WINNIPEG FREE PRESS	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building
WINNIPEG TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
LONDON FREE PRESS	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallors Building
MONTREAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL	DIRECT	DIRECT
VANCOUVER PROVINCE	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallors Building

IN CANADA USE THE DAILIES

A dollar invested in

OUTDOOR ADVERTISING

will go further this
year than ever before.

The Pacific Northwest will be more heavily traveled from this time on than any other section of America.

Five continental railroads will bring the tourists through this section, bound for the Shriners and other Conventions, and the magnificent Fairs and Expositions in California.

Your displays should be placed so as to get the benefit of this tremendous extra circulation.

Foster & Kleiser

Portland	Bellingham
Seattle	Tacoma

Seltzer had made, it thought if it gave dealers a share of stock with a \$10 order, success would come easy.

Speaking of this proposition to the writer a dealer took out one of his gilt-edged certificates and showed it. He said he had waited about six years for a dividend, and has not heard from the company which issued the stock during that time. This is but one case where failure was due to overcapitalization. The names are on record of many more corporations whose capitalization ran from \$50,000 up to \$1,000,000. Such companies start with small assets to do a small business. They issue stock and a year or so goes by but the dealer never hears from them, never receives a dividend, and what is the result? The dealer loses interest in the proposition and it receives a "black eye."

MISMANAGEMENT A SERIOUS FACTOR

Another cause for failure is mismanagement. Some companies use peculiar tactics to prevent the dealer from getting his dividend. One concern was at one time paying as high as eighteen per cent on its stock. After a period of internal dissension the president drew over \$1,000,000 and, as a result, where the stock was at one time worth \$100 a share it is now quoted at \$1.50. The concern has not paid dividends for many years, and at one time it looked very doubtful whether the company would be able to get on its feet. Most of the dealers, who hold shares of stock in this concern, have turned against the proposition, and none of them has a good word to say for the concern. This company, when it sold its stock to the dealer, went around to dentists and influenced them to take shares of stock with the idea of getting their endorsement. Of course, the dentists were "stuck" and now their company is having a hard time to recover the good will of dealers, although its products have value.

Another company offered a share of stock with a \$10 order. It also gave away stock to physicians in order to obtain their

recommendations. Instead of paying a dividend to all stockholders it has merely picked out those to whom it desired to pay dividends and has ignored the rest of the stockholders.

GOODS MUST HAVE MERIT TO MAKE THE PLAN GO

A third reason for failures in the stock proposition is that the product often lacks merit. Many products are made cheaply with the idea of reducing costs so manufacturers can meet the dividends on stock. In a short time a manufacturer who pursues such a policy finds that the dealer refuses to push the product because customers make so many complaints against it. Under such conditions there is little chance of success for a product.

The stock proposition has been worked to a great extent, and almost exclusively in the drug line, that is, so far as the selling of stock outright to the dealer, giving it as a bonus with an order for goods, and selling him at least one share in order that he may avail himself of a special discount are concerned. Stock deals have been tried out in the grocery field to some extent, and in nearly every case they have failed. It was experimented with by a talking machine concern, but before there was any chance of the plan maturing it was withdrawn. This was because the company's particular plans conflicted with those of the U. S. Postal authorities. A stock proposition is now being used, successfully, it is said, by a tobacco concern which deals with druggists.

In analyzing the situation, one can safely say that the stock idea is an exploitation in most cases where the druggists are concerned. This is largely because it is easy to get out a proprietary preparation and distribute it among the druggists at little cost.

The reason for giving stock away to dealers is more to obtain their co-operation than for anything else. It is to get them interested in the proposition and to show them where they can make a double profit—one from

NEWARK, N. J. as a manufacturing city

Based upon the U. S. census of 1910 and estimated upon the growth of the city, the total capital invested in manufactures at the present time is \$176,833,000.

According to the same basis of computation there are 77,125 operatives employed who receive annual wages totaling \$57,433,000.

The value of raw material consumed in manufacturing all the various products last year amounted to \$131,528,000, according to the same estimate.

The value of the finished product, according to this estimate, last year reached the enormous total of \$248,031,550.

Newark Evening News

(Always Reaches Home)

the representative newspaper of Newark, with a guaranteed circulation greater than the circulation of all other local daily papers combined, circulates among and is read by the English-speaking people of the city and suburbs who appreciate a worthwhile newspaper. It is New Jersey's premier advertising medium, and will stand the severest test for a real-on-the-square publicity campaign.

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City; Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City.

Circulation records open to every advertiser or prospective advertiser.

**Newark will
celebrate its
250th Anniversary
in 1916**

the goods and one from the dividends which they will draw from the stock.

One dealer, who has had much experience with the stock proposition, said that of all the stock he has received there are but three or four concerns whose stock has ever amounted to much. The rest were failures and have never in any way helped him to realize from his golden certificates. Another dealer said he has been in business forty years, and his advice is to leave stock alone.

FURNISHED MERCHANDISE WITH CREDIT CERTIFICATES

The Franco-American Ferment Company, New York, was incorporated in 1908 with capital stock of \$100,000. In 1911 the capital was increased to \$1,000,000 common and \$250,000 preferred stock. This company distributes "Lactobacilline." In July, 1911, this company adopted the plan of selling druggists credit certificates at \$10 each, with \$100 the maximum amount received. Each credit certificate entitles the holder to Lactobacilline products to the value of \$10, computed at the regular retail dealers' prices, less an additional discount of 10 and 5 per cent, increasing their profits to this extent. With each credit certificate subscribed for, from one to ten, one share of common stock is issued as a gift. This company now has over 1,500 retail druggists on its stock ledger and finds this plan works very satisfactorily both ways.

Another company agrees to give five shares of its capital stock, paid and non-assessable, if it is allowed to place a directory stand with an advertising bulletin thereon, and also a time-table stand in the dealer's store.

This stock was issued to dealers in 1910 and up to the present time, one dealer says, he has not received a dividend nor has he ever heard from the company. He showed the writer a certificate for five shares of stock, and said that if he could use it in any way he could have it.

In many cases where a manufacturer tries to interest the drug-

gist in buying or receiving stock as a bonus so he may sell the dealer a quantity of goods, the manufacturer tries to impress on the dealer that physicians are also interested in the proposition and that the dealer can expect hearty co-operation from the physicians in the neighborhood. It is true that professional men are often induced to accept shares of stock from a manufacturer in order that the physician, dentist and the like, may put his stamp of approval on the product.

LEVERAGE EXERTED BY PHYSICIANS

Some corporations are formed by physicians, as for example, the Ferrenzyme Company, of New York. Its stock is distributed among physicians only, and it makes a line of pharmaceuticals which, of course, these physicians like to see stocked by the druggist. Naturally these products will receive a preference when the physician can give it to them in the course of his work.

A New York concern, which manufactures a well-known laxative, recently started a stock proposition for the dealers.

It is offering stock with purchases of certain quantities, under conditions which do not compel dealers to take the entire quantity. They can take a small amount each month until the large order is used.

Before the dealer becomes entitled to the stock, it is necessary for him to fulfil certain conditions. Upon the fulfilment of these conditions the stock is delivered.

These people have realized the necessity of such a contract, because they have seen the stock proposition so abused by dealers that failure resulted.

For example, many dealers will take advantage of such a stock proposition, when they think the stock will be eventually worth something. Under ordinary circumstances, perhaps, the dealer can sell between \$50 and \$75 worth of that merchandise during the year.

With stock offered to him as a bonus for a quantity order, instead

A Message to Salesmanagers

*Read why each
man in your sales
organization should
Own-a-Corona*

You constantly prod your salesmen with letters of instruction and ginger talks, telling them how to increase their efficiency and sell more goods, but very often they settle down in the same rut, failing to respond to the stimulus. But you need not despair!

It is quite possible that you are overlooking one sure way of promoting the personal efficiency of every salesman on your staff, and that is to provide him with a

CORONA Typewriter

Make it easy for him to make out his daily reports and to typewrite his correspondence with his customers on a Corona, and you will be surprised how much it will increase his efficiency.

No mechanical device contributes so much to his convenience, his happiness, his contentment, as a six pound Corona packed away in one corner of his suit case.

And you, Mr. Sales Manager, should cultivate the Corona habit, too, for you can express yourself in that intimate, personal style that is so appealing to all men.

Call in a Corona dealer, or send for free Booklet No. 19 explaining why you and your salesmen should "Own-a-Corona."



Corona Typewriter Co., Inc.
Groton, New York
New York Salesroom
141 West 42nd Street

"I will tear this out now so I won't forget to write Corona Typewriter Co., Groton, N. Y., for their Pamphlet No. 19."

NEW ENGLAND

The Ideal Territory for Advertisers

Either Regular or "Try-out"

New England should appeal to advertisers because in no other section is there so much capacity and readiness per mile, to purchase goods.

Cities close together—No long jumps for salesmen.

Good jobbing houses—distribution easy and accounts absolutely safe.

Results can be accurately traced—The value of the advertising copy and selling plan can be determined absolutely.

Manufacturing and agricultural territory combined—good conditions now obtain for both farmers and factory-workers.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

Every advertiser knows that a prosperous manufacturing population is a good purchaser. It buys largely and is quick to seek for merit in new articles. It is progressive, thrifty.

You will find these twelve dailies are strong and result producing:

SPRINGFIELD, MASS., UNION
WORCESTER, MASS., GAZETTE
HARTFORD, CT., COURANT
NEW HAVEN, CT., REGISTER
MERIDEN, CT., RECORD
WATERBURY, CT., REPUBLICAN

PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H., Union and Leader
LYNN, MASS., ITEM
NEW BEDFORD, MASS., Standard and Mercury
SALEM, MASS., NEWS

of buying the quantity which he could use legitimately, he will buy three or four times over. This does not mean that he will use his efforts to dispose of it over the counter. He has friends glad to buy small quantities at a lower price than they can buy from the jobber. He also sends back a large portion of the merchandise to one of the jobbers, who are always ready to buy it at a few cents less than they can buy from the manufacturer, so instead of having stocked the dealer with a large quantity, the manufacturer finds that the goods have gone no further than the jobber, and at the same time the manufacturer is minus the stock which was handed out gratuitously as an added incentive for the dealer to push his product.

WHEN PROTECTION FOR MANUFACTURER IS NECESSARY

With such experiences in mind, it has been necessary for the above-mentioned concern to add certain stipulations to its contract so that if it finds that a dealer resells goods to a jobber or a dealer the contract becomes void, and the dealer loses his right to the stock.

While the dealer does not grab at this proposition with open arms, still it remains to be said that many have undertaken the proposition, due more to the fact that the company is a large advertiser. The dealers are made to realize this fact, and they are gradually falling in line.

The one great point in favor of the great majority of the plans which have been successful is the fact that the goods have been well advertised. Probably most dealers would stock them, anyway, if there were no bonus attached. Thus the stock bonus really performs its true function, as an *added inducement* to get the dealer to interest himself in pushing the goods. The real and fundamental inducement must lie in the merit of the product and the merchandising policy. A stock bonus can help, but it is useless, in this day, to expect it to do *all* the work.

PORTLAND — MAINE — DEPOSITS

\$12,729,239	In Trust Companies
\$20,264,271	In National Banks
\$30,905,500	In Savings Banks
\$63,899,010	The Total on Deposit

A handsome total available for things that Portland people may desire, whether necessities, luxuries or investment. The

EVENING EXPRESS

is the one great paper of Portland. It is the only afternoon daily and its circulation exceeds all other dailies in Portland combined.

The men in Portland read the Express because it is the best men's paper. The women in Portland read the Express because it is the best women's paper.

JULIUS MATHEWS, Representative.

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL FREY COMPANY

Monroe Building Chicago

The "uncertainty" so often associated with advertising campaigns is in a majority of cases simply unpreparedness!

This agency seeks to remove this element by preliminary investigations so thorough as to leave little to chance!

Insofar as intelligent, trained effort can do so—we ascertain the exact possibilities of an advertising campaign before the expenditure of money.

You incur no obligation or expense for service up to the point of actual advertising.

We will welcome an opportunity to talk over your proposition with you.

Zellner-Frank, Inc.
Advertising Service
 1123 Broadway, New York

WANTED

A Job With a Future

where a young man 24 years of age who is NOT AFRAID OF WORK AND LIKES LOTS OF IT, can work up and be something. Prefer connection with a reliable manufacturing concern located in New York or Philadelphia (other locations considered), also will consider connection with a reliable advertising agency. Experienced in writing advertisements; planning lay-outs; sales and form letters; follow-up systems; catalog, booklet and circular writing, etc. Will accept position May 3rd. "A-1" reference furnished. If interested address. "W. R.," Box 263, care PRINTERS' INK.

Protests Against Cash Discount System

Editor of PRINTERS' INK:

There are a whole lot of annoying things that the advertising agent has had to stand, and will continue to stand, more or less gracefully. But it occurs to me that there is one item of expense and trouble that might easily be lifted from his shoulders.

When a business house purchases a bill of goods from a manufacturer, if it be a credit risk, the usual two per cent, thirty days is given. In other words, the average mercantile house pays the great majority of its bills on one day each month and its customers do the same.

The system for paying advertising bills is just the reverse. All through the month, agencies and advertisers are receiving and paying bills, taking ten-day discounts. Thirty-day payments are practically unheard of.

More and more advertisers are rebelling against this system, and the extra labor involved in mailing in from ten to twenty-five checks during the month. In our own case, at least, many of our clients are asking that they be allowed to pay once a month, and some insist upon that basis of settlement.

But we, in order to retain our credit and position, must pay the publisher promptly within ten days. This not only requires excessive bookkeeping, stationery and postage, but forces us to become our client's banker for a number of days.

Is it not possible and feasible for publishers and agents in good standing to arrive at an understanding, whereby payments for all advertising bills for a given month be paid on the 10th of each month following?

A world of detail and overhead expense would be lifted from the shoulders of the agent. Goodness knows, this is heavy enough, when the commission earned is considered, when fools and knaves cut rates on the least provocation.

It would take a book to properly discuss this latter situation and arrive at a definite conclusion, but the matter of monthly payments, it seems to the writer, could be adjusted.

STALKER ADVERTISING COMPANY, INC.,
 H. H. STALKER.

E. R. Conrad Goes With Hedman Mfg. Co.

E. R. Conrad, formerly advertising manager for the W. H. McIntyre Company, Auburn, Ind., manufacturer of Imp cyclecars, is now general sales manager of the Hedman Mfg. Company, Chicago, which makes F. & E. Check Protectors.

Wirt Company's New Sales and Advertising Manager

W. C. Witham, formerly Eastern sales manager of the Knapp Company, Inc., New York, is now sales and advertising manager of the Wirt Company, Philadelphia.

Attractive Inducements to Push Sales

The perspicacity which the large tobacco companies employ in selecting premiums to be offered the dealers for results gained in the distribution of their products is shown in two recent dealer offerings of the Liggett & Myers Tobacco Co. For 100,000 assorted coupons, packed in cartons of its products, the company will give to any jobber or retailer a Ford commercial delivery car, suitable for his business. The car is of the standard type, and is offered with complete equipment and an extra set of tires. The company has been offering to retailers for a certain amount of business the premium of a folding camp-chair, realizing that there is often demand for such a piece of furniture in a cigar store.

F. G. James Goes With Ayer

F. G. James, advertising manager of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., has resigned. He will rejoin N. W. Ayer & Son in Philadelphia, with whom he was associated before going with the Reynolds Company.

To Manage Egg Carrier Advertising

J. F. Wallace, for the past three years in charge of the advertising for the American Laundry Machinery Company, has resigned to become advertising manager for the Star Egg Carrier & Tray Mfg. Company, Rochester, N. Y.

Leaves Bank to Join Advertising Organization

Horace Hatfield has been appointed secretary of the Benjamin & Kenner Company, publishers' representatives in New York. Mr. Hatfield was assistant manager of a branch of the Security National Bank in New York.

Ridderhof Leaves "Hotpoint"

Cornell Ridderhof, advertising manager of the Hotpoint Electric Heating Company, Ontario, Cal., has resigned. Mr. Ridderhof states that he will spend a few weeks in recreation, and will then seek to make other connections.

Paul Leake Makes a Change

Paul Leake has resigned as publicity manager of the American Public Utilities Company, in Grand Rapids, Mich., to become advertising manager of the Michigan Trust Company of the same city.

Conc. Lorenzen & Woodman, publishers' representatives in Chicago, will in the future look after the advertising interests of the New York Herald in the West.

Pittsburgh, Pennsylvania Housewives

look upon the **GAZETTE TIMES**, morning and Sunday, **CHRONICLE TELEGRAPH**, evening except Sunday, as the two greatest Pittsburgh newspapers published. Every member of the family depends upon them entirely to solve the buying problem. They are good teachers, because they stand for the highest ideals in public and private life.

They fill all requirements of a newspaper.

Population of Metropolitan District 1,042,855.

Number of dwelling houses 172,294.

Number of families 207,747.

The flat combination rate is

22½¢ per agate line.

For further information or co-operation write

URBAN E. DICE

Foreign Advertising Manager
Pittsburgh, Pa.

J. C. WILBERDING,

225 Fifth Avenue.....New York City

THE JOHN M. BRANHAM COMPANY,
Mallers' Building.....Chicago
Chemical Building.....Saint Louis

MEDICAL COUNCIL

Most Widely Circulated

Medical Monthly -

Medical Council is a power with the medical profession—because of this particular quality—

The plain, practical, solid, helpfulness of its reading matter in the physician's every day work.

Medical Council's readers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Average circulation each issue 1914—98,000 copies; January 1915 issue—\$1,500 copies; **sworn** statement on request.

Only honest advertising of high character accepted.

Ask your Agent or write us at

420 Walnut St., Philadelphia.



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 18, 1915

Trade Names Should Always Denote "Origin" The peculiar character of that form of property which is expressed in a trade-mark or a trade name has seldom been better illustrated than in the controversy now on between Tiffany & Company and divers retail jewelers throughout the country. The incident is of particular interest to advertisers and advertising men, since they are more directly engaged in the creation of that form of property than any other class of business men. The controversy brings out with startling clearness the necessity for protecting one's trade-mark against unauthorized use, even when such use appears to be wholly innocent.

It is a matter of common knowledge that the word "Tiffany" has been used for a long time to denote a certain style of mounting for precious stones. According to the *Jewelers' Circular*, it has been so used for more than 30 years, and there is no other common name which can be used to describe the style. A mounting of that particular description is

a "Tiffany" mounting, not only within the knowledge of those in the jewelry trade, but outside the trade also. Thus we find that the name of Tiffany is common property in that particular.

The origin of the term and its history do not matter now. The point is that Tiffany & Company are embarrassed by the fact that there is a growing tendency on the part of the public—fostered, without doubt, by a few unscrupulous jewelers—to regard all articles made in that particular way as the product of the New York concern. The company has received complaints from all over the country covering alleged imperfections in "Tiffany" rings, and has repeatedly been asked to make good for defects in articles which it did not make or sell. Such a state of affairs is not altogether pleasant, but there does not seem to be any wholesale remedy which can be applied.

Thirty years ago it probably could have been stopped easily. But with every year the company acquiesced in its use it became increasingly difficult to stop it. Unless there is plain evidence of fraudulent intent in a specific case, it is very doubtful now whether it can be stopped at all. Thirty years ago it may have looked very advantageous to have competing jewelers all over the country advertising Tiffany, but the ultimate results have not been so satisfactory. Hindsight has once again proved its superiority over foresight.

The same thing has happened over and over again in connection with other trade names: it is happening to-day in more than one instance. Yet it can be avoided if advertisers will remember one comparatively simple thing; that the primary purpose of a trade-mark or a trade name is to denote *origin*. If it also acquires a secondary meaning which denotes *quality* or *style*, that secondary meaning is entirely subordinate to the primary significance, and cannot be permitted to stand by itself. Any use of the trade name which rightfully denotes the origin of the goods is legitimate, and any use

of it to denote something else should be stopped the first time it happens. The only way a manufacturer can preserve for himself the exclusive use of his property in trade-marks and trade names is by never permitting their use except in connection with goods which he has made, or for which he is responsible. Sometimes it requires ceaseless vigilance to accomplish that, but it is generally worth the price.

The Railroads and the Business Community

The Sphinx Club is to be congratulated upon securing so able a speaker as Senator Underwood, whose remarks on the subject of railway regulation are reported elsewhere in this issue of *PRINTERS' INK*. The club is doubly to be congratulated upon being the medium through which so important a message is delivered to the country at large.

At first blush it may seem that the subject of railway regulation is not strictly germane to the proceedings of a club of advertising men, nor entirely appropriate for the pages of an advertising journal. A moment's reflection, however, will show that such a conclusion is wholly fallacious, for it should be remembered that the railroads represent the greatest combined buying power in the country, and the prosperity or adversity of the railroads makes itself felt to a greater or less degree, in every corner of the business world. There are scores of immense concerns whose chief customers—frequently their only customers—are the railroads. These concerns employ thousands of men, many of whom are turned off when the railroads stop buying supplies or equipment. That fact alone is worthy of consideration by every business man in the country whether he deals directly with the railroads employing these men or not.

Just by way of illustration of what it may mean to business men when the railroads are compelled to economize in every possible way, the figures herewith are significant. They give the comparative gross sales for 1913 and 1914 of several of the leading concerns which deal in railway equipment:

	1914	1913	Decrease
Baldwin Locomotive...	\$12,616,163	\$37,630,969	\$24,014,806
Can. Car & Fdy.....	11,100,000	27,000,000	15,900,000
Am. Steel Foundries..	11,125,091	17,425,940	6,300,849
Pressed Steel Car.....	13,375,090	30,967,360	17,592,270
New York Air Brake..	2,915,932	3,244,312	328,380
Am. Locomotive	29,937,438	54,868,175	24,930,737
J. G. Brill Co.....	4,903,510	9,154,433	4,250,923
Railway Steel Spring..	4,351,465	7,688,185	3,336,720
Total.....	\$91,374,639	\$187,979,374	\$96,604,635

Does anyone suppose that the falling off of more than \$96,000,000 in a single year was felt nowhere outside of railroad circles? Any regulation which prevents the railroads from earning a profit—which seems to have been the ultimate object of most recent rulings—is pretty sure as well to prevent a lot of other people from earning profits.

Advertising men, moreover, will do well to ask themselves the following question: If the Interstate Commerce Commission, urged on by unsound and intemperate public clamor, can reduce the railroads to such a condition in the space of a few years, what may not the Federal Trade Commission accomplish, with its regulatory powers over most other forms of interstate business? Business men need to think about these problems very clearly and very temperately, and such enterprise as that shown by the Sphinx Club in securing Senator Underwood is distinctly a helpful public service.

The Staying Power of Advertising

F. Hopkinson Smith, the famous author and painter, paid advertising a left-handed compliment at the Hazen dinner. There is little doubt that Mr. Smith thought that he was handing the 470 leading advertising men present on that occasion a great tribute. He was attempting to show the wonderful efficiency of advertising and

he cited the case of Ripans Tabules. It had attained a very large sale during the time it was advertised, he explained, but when the advertising was discontinued, the sales stopped.

If this were literally true, which it is not, it would be a serious reflection upon the power of advertising rather than a tribute to it. A large advertising campaign for a meritorious article ought to go on producing results long after the advertising has been discontinued, and such, in fact, is the history of Ripans Tabules. All advertising on this remedy ceased in 1902. To-day, thirteen years after the cessation of all advertising, and with not a single salesman representing the company upon the road, there is still a very large and handsome sale for the article. In fact, Charles H. Thayer, the president of the Ripans Chemical Company, assures PRINTERS' INK that he has at the present moment orders in the hands of his chemist for 8,000,000 tabules to supply the demand which comes in automatically from jobbers and retailers as a result of the long-discontinued advertising. Further than that, the same authority informs PRINTERS' INK that the net profits of the company are even larger than they were when the advertising was at its zenith.

There is still another point upon which we think it is necessary, for the sake of the records, to correct the impression which Mr. Smith's remarks may have left upon his audience. In explaining what he erroneously supposed was the utter collapse of the Ripans business, he inferred that the article itself had no merit. The founder of the business, the late Geo. P. Rowell, tells the story at considerable length in his book "Forty Years an Advertising Agent." For the benefit of the younger advertising men it may be well to recapitulate.

Ripans Tabules are made up of the following ingredients: Rhubarb, Ipecac, Peppermint, Aloes, Nux vomica and Soda. The initials of these drugs form the word "Ripans." The preparation as a

whole is used in varied forms and has been used for a hundred years by physicians and hospitals everywhere. It is what is known in medicine as the R & S compo, and for certain human ailments has a high and generally recognized value. Mr. Rowell got his formula from a physician then at the Roosevelt hospital.

Therefore, when Mr. Smith attempted to show that this wonderful force of advertising would create an enormous sale for an unmeritorious article, which sale would promptly collapse as soon as the advertising should be discontinued, he was the reverse of complimentary to the interests represented by his audience. The first element of advertising success is that the article advertised must have merit. And having merit, the advertising, if wisely done, will continue to bear fruit for years to come without any form of pushing whatever, as so happily exemplified in the Ripans business.

Mr. Smith simply extracted the wrong moral from his citation. Advertising is not by any means a form of sublimated hot air: it is rather, when properly directed, a vital force which translates itself into good will. And good will goes on working long after the efforts to promote it have ceased.

Advertising Water Glass in Newspapers

The United Specialty Co., Philadelphia, Pa., is using newspapers to advertise Goudy's Egg Preserver (Improved Dry Water Glass). The copy reads: "Preserve eggs now for next winter's use. Save from \$10 to \$15 on your fall and winter egg bill by using Goudy's Egg Preserver and buying eggs now, while they are low in price. Eggs so preserved this spring will taste the same as perfectly fresh eggs next winter. Sold by all grocers and druggists, or sent by mail on receipt of \$1. Booklet 'Preserving Eggs at Home.' Free."

John H. Cross Joins Simmons-Boardman Organization

John H. Cross, formerly with the Ireland Advertising Agency, Philadelphia, is now with the Simmons-Boardman Publishing Company. Mr. Cross will be located in Chicago, where he will act as field man and copy writer.



Standing Pat on Our Policy of Building Our Business Right

LIFE has just turned down a proposition whereby we could have increased our subscription circulation 1000 copies per week on a guaranteed arrangement.

We voted "No" unanimously for two reasons. First, because it would not be fair to our subscribers who have paid the full \$5.00 subscription price, second because we are in the publishing business, not in the merchandise premium business.

Our policy of editing LIFE for its readers first and getting them right or not at all, while apparently placing the advertiser's interest second, in reality places it first. Selling the advertiser real value circulation is just one of our ways of selling LIFE'S space that is different.

LIFE is gaining more new advertisers than at any period in its 32 years—evidence that LIFE is earning its reward.

Coming
The Optimist's Number—May 6th

Geo. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Sphinx Club Hears Underwood on Railway Regulation

Need for Fairer Government Policy Pointed Out by New Senator From Alabama

"I AM not here to please by my oratory, but to say something which I have felt for some time needs to be said." In those words Senator Oscar W. Underwood at once apologized to the members at the March 9th dinner of the Sphinx Club for reading his address, and gave added emphasis to the carefully prepared argument which followed. Declaring that if Government regulation of the railroads should be unsuccessful, Government ownership would follow as the next step, Senator Underwood made a strong plea for a more liberal policy of regulation, and asked railroad executives and business men to assist the Government.

As majority leader in the House of Representatives during the past session of Congress, and Senator-elect from Alabama, Mr. Underwood is able to speak with considerable authority, and his remarks have been given widespread publicity. As pointed out on the editorial page of this issue of *PRINTERS' INK*, the problem of railway regulation has a wide interest for advertising men, since the prosperity of so many other businesses depends, directly or indirectly, upon that of the railroads.

"The transportation problem," in the words of the speaker, "is so closely interwoven with our business fabric that Government regulation of some sort has been inevitable from the beginning.

"We have undertaken the problem of governmental regulation of railroads, and the Government will not turn back. Regulation of practices and rates is here to stay. But let us stand for wise and just regulation. Revolutions never move backward. If governmental regulation is unable to solve the vexed problems that confront us the people will accept government ownership of rail-

roads as the next step ahead. It is therefore a matter of great importance that we should endeavor to reach a fair and reasonable solution of the problem of regulation at as early a day as possible.

"Let us not forget that the money invested in our railroads exceeds the public debts of the four greatest nations of the world. That from the standpoint of capital, the question presents itself as an investment of money.

"Let us not forget that trade regards the railroads as its best customers. That the output of thousands of mines, furnaces, factories are required each year to supply the consumptive capacity of the great railroad systems of the United States.

THE PUBLIC BEARS THE COST

"Let us not forget that labor recognizes that the railroads employ a million and a half of men and pay a wage that approximates that of the embattled armies of Europe.

"Let us not forget that in the end the public either as passengers or shippers must pay every dollar that is required to maintain and operate the great transportation system of our country.

"Commerce is the vital part of a healthy business department, and an efficient transportation system is as necessary to the life of commerce as the heart is to the life of the human body."

Senator Underwood pointed out some of the complexities of the problem, in that the railroads are obliged to try to serve not only two masters, but no less than 49—one for each State in the Union, and the Federal Interstate Commerce Commission besides.

"If a corporation earns more than an adequate income," he declared, "the rates may be regulated, but if the revenue is not a

fair return on the invested capital, the Government is powerless to act. The matter of dividends is to-day a very small part of the question; the public must be interested in the items that make up the operating expenses of the railroads if it desires both adequate facilities and reasonable rates.

"Public control has reduced rates and abolished unjust discriminations, but the greater problem remains unsolved. Can the money be provided to ex-

pand and develop these great public works in a manner commensurate with the expanding needs of our commerce under the present system of Government control?

RAILWAY INVESTMENTS MUST BE MADE ATTRACTIVE

"If railway investments cannot be made attractive to capital, is not the nation threatened with an inevitable breakdown of its transportation system? There is no more difficult problem awaiting

GOOD HEALTH

The pocket magazine which teaches busy people how to keep well through cultivation of natural health habits.

PRICE until March 31st \$1 a year
—after March 31st \$2 a year

A sample copy of the March issue will be sent postpaid upon receipt of twelve cents (*six 2c. stamps*). If you wish a sample copy of the April issue, send twenty cents (*ten 2c. stamps*).

GOOD HEALTH PUBLISHING CO., 1803 W. Main St., Battle Creek, Mich.

Somewhere in the magazine field there is a circulation man who knows how to analyze circulation. A real opportunity is open with a large publishing house, for a man with initiative and constructive ideas. Address, giving details and references—"President," Box 264, Printers' Ink.—*Applications will be regarded as strictly confidential and returned if desired.*

the Port of New York, spoke on the effects of the present tariff, and his difficulties in enforcing general observance of the neutrality laws.

Resolutions were passed in memory of the late Justin McCarthy, advertising manager of Abraham & Straus, Brooklyn, and for four years an officer of the Sphinx Club of New York.

It was suggested by one of the members present at the meeting that it might serve as an object lesson to those Ad Clubs which are organizing "publicity committees" and striving in other ways to secure publicity for their doings. President Brown and the programme committee of the Sphinx Club pretty clearly pointed out the way to get publicity when they secured such speakers as Senator Underwood and Professor Mead. The meeting was worth reporting on its merits—and it was reported in more than 300 newspapers. As **PRINTERS' INK** has pointed out before, the way to get publicity is to make the programmes so good that they cannot be ignored.

Montreal Press and Advertising Clubs Combine

The Montreal Press & Advertising Club and the Montreal Publicity Association have ceased to exist, most of their members having joined the newly formed Publicity & Press Association.

Flavoring Extracts in Women's Magazines

The Freeman Advertising Agency, Richmond, Va., is placing half-page and page advertisements with a few of the woman's magazines for Sauer's Flavoring Extracts.

A. S. Breakey With "Mining Press"

Arnold S. Breakey, formerly of the *Engineering News*, has gone to San Francisco to become manager and Pacific Coast representative of the *Mining Press*.

Klappenbach With "Electric Traction" in the East

E. Klappenbach, New York, has been appointed Eastern representative of *Electric Traction*, published in Chicago.

Four Years Ago This Advertisement Appeared in **PRINTERS' INK**

"JOSEPH CAMPBELL CO.,
Camden, N. J.

"We are using the 'Seattle Times' with good results since we adopted newspaper advertising at that point. We have used no other medium there in its class, and we were sufficiently impressed with the results of our previous work to renew our space with them for this year. There is no question about the character and quality of this publication, and they have given our copy very fair treatment.

LEN. M. FRAILEY, Secretary."

What this advertiser has proved is only a repetition of the experience of others. A good territory, one first-class newspaper going to the greatest number of responsive readers in that territory, and a well-planned, consistent 'stick-to-it' campaign, will accomplish all that any reasonable advertiser can demand.

Both the advertisers already converted to newspapers as healthy sales producers, and those as yet unconvinced of the value of the daily paper as an advertising medium, can, with profit, investigate the Pacific Northwest and the **SEATTLE TIMES**.

Campbell's Soup Advertising is still running in

THE
SEATTLE TIMES

TIMES PRINTING CO.

SEATTLE, WASHINGTON
The S. C. Beckwith Special Agency
Sole Foreign Representatives

NEW YORK KANSAS CITY CHICAGO

Effective Publicity for a Small City

How Kewanee, Illinois, Advanced Its Interest With a Midwinter Exposition—The Reasons for the Exposition, Its Preliminary Advertising, and an Estimate of Its Success

By C. L. Collette

Adv. Mgr., Kewanee Boiler Company

PRACTICALLY every city, large or small, has its own commercial organization, the object of which is the promotion of that city. And to every such organization the one question, always staring it in the face, is, what can we do to help accomplish the purpose for which this organization was formed. This problem is a very serious and vexatious one for the smaller city, hemmed in on all sides by other cities and towns, each doing everything in its power to draw trade to its own merchants.

Kewanee, Illinois, like hundreds of other cities in the country, has its commercial organization, known as the Kewanee Civic Club. And its executive board analyzes its problem about as follows:

"Kewanee is striving to grow—and so is every other neighboring town and city. It is a case of fierce competition between Kewanee and the neighboring towns for the favor of the man and woman who buys. We want to persuade the owner of the dollar that was spent in some other place last week that his money will bring him bigger returns here. We want to woo and wed him into business matrimony with Kewanee. We want him to come here for the things he wants. We want to give him the Kewanee habit.

"If this city can instil into the minds of purchasers, and possible purchasers, the Kewanee habit, if we can make the people of all the country surrounding us look upon this place as their market place, if we can get them to form the habit of spending their money exclusively in Kewanee, we are doing something worth while."

A Midwinter exposition was decided on to get a large number of people into town.

The first step was to appoint committee chairmen for agricultural exhibits, retailers' and manufacturers' exhibits, advertising, building, decorations, booths, treasury and entertainment. The chairmen chose the members of the committees, and with the secretary of the Civic Club formed the board of directors for the exposition.

The date decided upon was the last week in January, as the weather during that time is usually such as to permit the farmers to get in from a distance. This proved correct, as there was only one bad day during the week. The Armory was contracted for for the entire week and for the four days preceding.

The floor space was divided into booths, space selling at an average price of ten cents per square foot. After sufficient space was allowed for aisles and a pavilion in the center of the building, approximately 7,500 square feet was available for booths. It is interesting to know that while the committee anticipated that the sale of space would be difficult it was comparatively easy. Within four days after the floor plans were out, all of the space was sold and a number of requests for space were unfilled, as there was nothing left to sell.

THE EXHIBITS THAT ATTRACTED

Exhibits of all kinds were solicited. Practically all of the manufacturers of Kewanee had exhibits. All of the leading retail merchants had space and considerable space was devoted to automobiles. The committee tried as far as possible to have live exhibits—that is, exhibits that had something moving in them. One manufacturer at considerable expense installed three machines and the necessary shafting overhead to operate them. These machines were operated all during the exposition. Another concern, making various kinds of farm power machinery, had all of its machinery in motion. It was evident that the exhibits

1915 Stories

Story No. 3

MADE IN U. S. A.

What Are YOU Going To Do About It?

"System" says:

"When you were a boy and had to do the chores, grabbing at anything that looked like an excuse, like a fire in the next block, was a godsend. Of course you didn't positively *know* it wouldn't sweep the block and burn your house down, so there was nothing to do but wait and see. If it did, doing chores would be a wicked waste of labor——."

Now a large number of business men are waiting and talking about what they are going to do, and holding up their literature on the same excuse as the boys, and in the meantime some country or countries are going to pare off a large part of the lost German trade amounting to \$2,402,967,000 worth of exports in 1913.

Are you going to talk and do nothing else till the war is over, or are you going ahead, pushing and building your business to make the very best of it *every day* that you possibly can? Now is the time for action, vigorous, progressive work, and if we are going to standardize the trade-mark "*Made in U. S. A.*" it is time to be up and doing. This is not the time to hold off; we need every minute to secure the business. You have the goods, we have the means by which you can reach the purchaser. We are willing to be used and will do everything in our power to assist you and help ourselves at the same time. *We are not going to sleep*, we want business and we are going to join with the live business men to get our share and a big share at that. Are you with us?

Wake up and make "*Made in U. S. A.*" a real live issue and go in to win the trade and keep it.

CHARLES FRANCIS PRESS

30-32 West 13th Street

New York

where wheels were moving were the popular ones.

The advertising for the exposition was started the last week in December and consisted in large display space in the local newspapers and those of every town within a radius of about 20 miles. Show cards announcing the exposition were also distributed in the surrounding towns, and the week before the exposition opened a booklet describing the exposition and giving a schedule of the entertainments, was mailed to 7,500 residents of the towns round about the city.

SPECIAL ENTERTAINMENTS EACH DAY

Every attempt was made to make the exposition an affair that would be visited more than once by all who came. For that reason a special entertainment was provided for every afternoon and every evening.

Monday afternoon a drill, in costume, was given by 200 boys from the public schools. Also a dressed doll contest was held. Tuesday afternoon a quilting contest was held between three of the Kewanee churches, the materials being donated by the local stores and the quilts being auctioned for the benefit of charity. Wednesday, Thursday and Friday afternoons were filled with lectures on Domestic Science by experts in this work, and Saturday afternoon was devoted to the farmers, numerous prizes being given for the best farm products.

Monday evening an old-fashioned spelling bee was held. Tuesday evening there was a corn-husking bee and an old-fashioned square dance. Wednesday evening was an old-time fiddlers' contest and a greased pole climbing contest. Thursday evening an exhibition of dancing was given, Friday night was an amateur vaudeville show and Saturday night a masked ball and Mardi Gras Carnival.

So far as possible all entertainment features were of the kind in which the public could enter, and while during the first part of the week it was rather difficult to get

the people to join in the various affairs, this backwardness had practically disappeared before the end of the week.

All of the features of entertainment were held in a pavilion reserved in the center of the building, and after ten o'clock every night a public dance was held.

The Exposition was not held to make money. It was the intention of the committee to provide the people of Kewanee with a good exposition and the price of admission was only ten cents. Estimating possible attendance from the attendance at similar expositions in other places the same size as Kewanee, five or six thousand and paid admissions were looked for for the week.

But the attendance ran almost to eleven thousand, and on two nights it would have been impossible to have gotten more people into the building. The total receipts, including paid admissions and receipts from the sales of booths, were about \$1,800, and the expenses were about \$1,500. Financially the Exposition was a success. No attempt was made to make money, but the receipts were several hundred dollars better than the expenses.

Also, it was successful in that it implanted in many of the merchants of Kewanee the "Get-together" spirit which a city must have if it hopes to compete in a forceful manner with its neighboring cities. Rivalry among the merchants of Kewanee was for the time forgotten.

Most important, the Exposition was a success in that it brought into Kewanee many hundreds of people from a distance—and these people were the ones the exposition was designed to reach. As an example of this here is an instance. A prize of \$5.00 was offered the person driving the longest distance to attend the Exposition. The winner was a farmer who drove 27½ miles in a sleigh on a day when the temperature was never more than 5 degrees above zero. About one-third of the total attendance was farmers, their wives and children.

Everyone in Kewanee knows that the Exposition was a success. They have the feeling, and the knowledge, that it promoted Kewanee business. It brought people into town who were satisfied to come again and again. And it brought many of the usually discordant elements in the business world to a desire to work with their own town competitors for the good of all.

Gauss a Sterling Gum Company Director

Frank L. E. Gauss, who resigned last month from the general management of the Leslie-Judge Company to become vice-president of the Sterling Gum Company, has been elected a director of the latter company, along with Percival S. Hill, president of the American Tobacco Company.

Franklin V. Canning, president of the gum company, has this to say in the *Wall Street Journal*, in explanation of the net loss of \$127,000, as indicated in the annual balance sheet:

"The net loss as it appears may not be a real, but only an apparent loss—it is more than covered by the expense incurred to build business and new brand values, the fruits of which naturally are not yet reflected in the balance sheet. This advertising expense has been shown entirely as an expense, and it has amounted to \$270,425, or an excess of \$142,834 over the loss, including provisions, shown on the balance sheet.

"The consumption of chewing gum is very much heavier in the open season than in the winter months; and while this company acquired at its organization valuable patents and a valuable organization, as well as some plants and machinery, it did not secure so great facilities for manufacturing and packaging gum as it required, and during the season of 1914, the sales, large and increasing as they showed themselves, were much curtailed by these conditions. A new plant has now been provided (real estate not bought) and adequate manufacturing facilities and materials are now in the hands of the company to produce all its requirements of gum of the kinds and brands desired by it as the market opens."

Will Advertising Stem the Prohibition Wave?

The executive committee of the National Wholesale Liquor Dealers' Association of America, which met recently in Cincinnati, discussed plans for important extensions of the publicity campaign of the organization, conducted for the purpose of stemming the prohibition wave. Newspapers and other advertising mediums will be liberally used, it is understood, on behalf of the liquor industry.

IT HELPED US MAKE \$30,000

So writes a farmer and his wife, who have taken

THE BREEDER'S GAZETTE

for twelve years.

Thousands of farmers who have made money attribute the greater part of their success to having been constant readers of THE BREEDER'S GAZETTE, at least they so advise its publishers.

THE GAZETTE is well printed and illustrated, with material prepared exclusively for its columns, and its weekly issues mailed to more than 90,000 paid subscribers every Thursday, tells how other successful farmers are making money, and no matter what other farm paper you are using in an effort to communicate with the better class of people living in country homes, THE GAZETTE should be on your list.

We shall deem it a privilege to mail you one or two recent issues, because THE GAZETTE tells its own story.

Address

THE BREEDER'S GAZETTE

542 So. Dearborn St., Chicago, Ill.

Or

GEORGE W. HERBERT, Inc.
Advertising Building

Chicago, Ill.

Or

WALLACE C.
RICHARDSON, Inc.

41 Park Row
New York City

Member Audit Bureau of Circulations



SUGGESTIONS TO SUBSCRIBERS

Frequently we cannot furnish complete copies of back issues of PRINTERS' INK for which we receive requests, but often we are able, if we know what particular article is needed, to tear the required pages from office cut copies and so help our readers.

PRINTERS' INK
PUBLISHING CO.

12 West 31st Street, New York

The Little Schoolmaster's Classroom

THE Schoolmaster reads, in a recent issue of the *Journal of the American Institute of Architects*, that part of the accepted code of ethics of the architects is "not to advertise." In that same publication, and in other architectural journals of high order, the Schoolmaster observes many handsome structures, used as illustrations in advertisements, most of which are credited to the architects responsible for their design. This, as we know in the advertising business, is publicity of a quiet but very effective sort. It is generally understood, in the field of building-material advertising, that our friends the architects think it is only right that their designs should be credited to them when they are reproduced. It would be interesting, therefore, to know just where architectural ethics would draw the line in the matter of advertising. Is it all right to ask or expect the roofing man, the brick man, the cement man, to put the architect's name on pictures of striking buildings but very dreadful to have a dignified card in a magazine or a newspaper telling the public that you are willing to serve them or can serve them well along certain lines? If architects mean that they disapprove of flamboyant advertising, probably there will be none to rise up and disagree, but the words "advertise" and "advertising" are pretty broad terms to handle without qualification.

Since paying his respects to the scholastic interpretation of advertising, a few weeks back, the Schoolmaster has run across the following paragraphs in *Life*:

"Psychology is a word often used to explain the meaning of something which we don't understand after it has been explained, and which, if we did understand it, would not do us any good. The psychology of advertising means that some one who hadn't the ability to succeed at it tries to reduce

to a mental formula the method of those who do succeed at it. Psychology, in short, like the policeman after the fight, comes around after the thing is done, swings its club and looks wise.

"The psychology of Shakespeare is the guess of some one with a college degree as to what Shakespeare was thinking about when he wrote his plays, always completely ignoring the fact that the only things Shakespeare was thinking about were the box receipts and how to keep his audience interested. The principal difference between psychology and astrology is that astrology tells you what is not so beforehand and psychology does it afterward.

"A psychologist by any other name would know as little.

* * *

"Psychology is, we are told by the experts, the science of the mind.

"But the great beauty about the mind is that no matter how much machinery there is, no matter how many new theories there are, no matter how many new systems of thought arise and have their brief day, it still remains unscientific and breaks into new fields without rhyme or reason.

"Psychology, however, need not be utterly discredited. It has one great useful function. It occupies the exclusive attention of a lot of mediocre intellects who, if they were doing anything else, would not do it well enough to constitute a gain over others who do it better. It is, therefore, much better for them to be engaged in an occupation the exercise of which keeps them doing something which might be worse.

"Psychology, in conclusion, is the sum total of all that is not known about a given subject, reduced to a formula."

* * *

Apparently the attitude of the better class of patent medicine manufacturers towards the campaign against fraudulent advertis-

ing is changing. Carl J. Balliett, of the Foster-Milburn Company, Buffalo (Doan's Kidney Pills), writes:

"Two years ago I fought to get the word 'knowingly' in some of your advertising bills, believing that if a law were passed without this word it could be used as an instrument of persecution or as a handy tool by one business to make trouble for a rival, though on a technical point perhaps that might not be of any interest to the public. Last year and this year I have done nothing anywhere to oppose the PRINTERS' INK bill, as I have come to the conclusion that it does provide a good weapon against frauds and will not be used as an instrument of oppression. None of the other large proprietary medicine manufacturers are lifting a hand against the PRINTERS' INK bill."

* * *

Mr. Balliett wishes to go on record further to the effect that his concern is opposed to the practice of selling letters of inquiry

to name-brokers, and the hundreds of requests which are received from brokers meet with a curt refusal. He states that he does not know of any member of the Proprietary Association of America, which includes more than 200 of the largest patent medicine manufacturers, who sells names or letters. The practice is largely confined, he believes, to those medical concerns which do a mail-order business.

* * *

When the Pike Whetstone people refer an inquiry to a dealer, they don't send him a card for his use in reporting back to the advertiser as to whether or not a sale was made. They have probably, like most advertisers, found that the dealers who will take the trouble to report on inquiries are rare gentlemen. So they send a card that is directed to the inquirer, and that the dealer has only to sign and mail; that is, this card is a very good follow-up apparently fixed up and sent out by the dealer himself; at least,



You Needn't
Choke Your Legs

Real Year
Round Comfort

THERE'S NO RUBBER in this leg band. The top of the triangle only is elastic—this assures perfect fit WITHOUT BINDING. No metal contacts. Weight, one-half ounce.

If you don't find it at your dealer's we'll send sample pair, postpaid, mercerized, 25c; double grip, 35c; silk, 50c.

George Frost Co., Sole Makers, Boston, Mass.

IT'S only fair that you admen should know about this newest product of our factory. The dealers have it.

GEORGE FROST
COMPANY

Boston, - U. S. A.

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

LIFE INSURANCE. In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

Ready for a change

Experienced trade journal Solicitor, now holding good position. I want more work, and a larger field. Give me a clean Trade Journal and I will make good. Chicago preferred. Address, "C. P.," Box 265, Printers' Ink.

"We subscribe to three copies of **PRINTERS' INK** and do not want to lose an issue."

GRAY & DAVIS
(Auto Lamps, etc.)

the inquirer will take it that way, for it invites him to call and look over a good assortment of cutlery, whetstones, hardware in general, etc. This is a bully good idea, and it ought to cover up that link between the inquirer and the dealer that is so often weak.

* * *

A simple way of keeping a record of inserted advertising is to clip the advertisements out of publications as the copies come in—taking the entire page if it is not an awkward size—and pasting these proofs of actual insertion on loose sheets of a large binder. By arranging the sheets so that all of the advertisements used in one publication follow each other in the order of insertion, the book becomes not only a record of copy for six months or a year back, but a handy file for the checking of bills. As the advertisements become out of date, the sheets can be taken out of the binder and filed away. Making a record out of the advertisement itself saves considerable clerical work.

* * *

Another simple office system is that of keeping photographs of small and medium size in vertical folders with a blank on the front sheet of the folder itself, showing to whom the photographs were sent and date of return. The ordinary method is to have a separate card index; this system has the data about the photographs right where the prints themselves are.

Bumstead Advertisises Idaho Orchard Tracts

Arthur Bumstead, for three years publicity commissioner for the International Securities Company, Limited, of Winnipeg, Montreal and London, England, is now advertising manager of the Daniel Hayes Company, Rock Island, Ill., promoter and selling agent for the Twin Falls Valley irrigated orchard tracts of Southern Idaho.

Doctor's Orders

Doctor: You must go away for a long rest.

Overworked Merchant: But, doctor, I'm too busy to go away.

Doctor: Well, then, you must stop advertising.—*St. Louis Times*,

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

The BEERS ADV. AGENCY
of Havana, Cuba, are
"SPECIALIZING"
on Latin-American Ads
(Established 1906)

Main Offices
No. 37 Cuba St., Havana, Cuba
Our Slogan, "If It's Latin-America"
We Know!

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

154 W. 106 ST.
N.Y. CITY.
PHONE 6120
RIVERSIDE.



BILLPOSTING

10¢ a Sheet Posts R.I.
PARALLEL BILLBOARD BOARD LATEST GUARANTEED METHOD
ADDRESS LAWRENCE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

EXPORT SERVICE

The War Makes Latin America the logical field for development. Let us organize your selling and publicity campaigns, write your literature and translations. An intimate knowledge of trade conditions and methods, long experience in the field and wide personal acquaintance will make our service of peculiar value if you want the cream of Latin American Business. B. Stern, Room 814, Long Acre Bldg., Broadway, 42nd St., New York City.

FOR SALE

Multigraph and Universal Folder. Latest Models. Will sacrifice. Cost \$1,000. Russell Baum, The Bourse, Philadelphia.

HELP WANTED

Wanted, a salesman to sell bulletin and electric signs for Pittsburgh. Our present and prospective customers are located all over America, so that the field is large enough for a first-class man. Box 738, c/o P. I.

Circulation Manager Wanted by large trade paper who desires young, wide-awake man to take charge and develop. Must have ideas that can be capitalized. Salary small to start but will increase in proportion to results obtained. The opportunity is here. Box 735, c/o P. I.

Pen and Ink Artists wanted to furnish large number of sketches to illustrate retail advertisements. Work must be in variety of retail lines and of original conception and striking effect. Selling value in drawing essential. Submit samples of work which we will retain. Must be suitable for reproduction in line cuts. State lowest cost per drawing in quantity. Box 742, c/o P. I.

Censor and Instructor of Business Correspondence—thorough knowledge of English essential and man with business experience required. Work is not only to censor but to instruct correspondents how to write clear, concise business letters and reports, and to convey the spirit or policy of the company—to standardize the correspondence of a manufacturing concern whose business is highly technical. Give full details as to education, experience and salary expected. Box 743, c/o P. I.

Copywriters wanted. Those familiar with retail advertising. Must be capable of writing short, snappy advertisements, focusing one or two strong selling points in each piece of copy. Submit sample of work in different lines, which we will retain. State your terms—salary or piece work. Box 742 c/o P. I.

ASSISTANT SALES MANAGER WANTED

Want keen, wideawake, ambitious Assistant Sales Manager for established high grade line requiring very best salesmanship; no price selling. Must demonstrate first by actual selling before taking up full duties of position. Christian. State age, particulars. Difficult position but good future for one who can make good. Box 739, c/o P. I.

MULTIGRAPHING

SMITH and BROWN
164 Nassau St., N. Y. Beekman 4774
Satisfactory multigraph work. Capacity 50,000 letters per day. Careful attention. Out of town orders solicited.

POSITIONS WANTED

Six years' experience in advertising and printing work. A bigger opportunity wanted. Young, ambitious and a plugger. In answering state opportunity offered. References furnished. Box 736, c/o P. I.

Have you a position in your advertising department? Thorough knowledge of printing, art, engravings, color combinations, composition, balance, etc. Good business experience generally. College educated, mechanically inclined. References. Box 340, c/o P. I.

COMMISSION SALESMAN.—Well-seasoned salesman of nineteen years' experience wants to represent an A-1 manufacturer in an exclusive territory—preferably New England, or New York, New Jersey and Pennsylvania on a commission basis. Box 722, c/o P. I.

Writer and editor wishes to change to N. Y. position offering larger opportunity. Any field. Now with class publication. Writings include fiction, editorial, special articles. Knowledge copy writing and advertising make-up. Systematic. Young. Present work attracting much attention. Box 745, c/o P. I.

Determined young man, 21, graduate of high school and I. C. S. in advertising, experienced salesman, desires position with aggressive advertising firm where there are opportunities to prove integrity and capability and to advance by liberal usage of grit and gumption. Initial compensation no object. Box 744, c/o P. I.

Ambitious young man desires an opportunity to obtain advertising experience. An experienced salesman now employed, but prefers less travel. Would work for a publication, large or small, or with selling organization. Would go anywhere, prefers Middle West. College education, age 26, I. C. S. trained. Good letters, copy, layouts. Accustomed to handling men. Box 787, c/o P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

PUBLISHING BUSINESS OPPORTUNITIES

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

TO LET FOR BUSINESS PURPOSES


For Publisher or Advertising Agency; remarkable equipment; furnished—unfurnished. Tenth floor—450 Fourth Ave.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. Rate 1c. a wd. Av. '14. 19,414.

The Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd. 7 times, 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

 The Minneapolis, Minn., Tribune, Daily and Sun. is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14 16,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside of N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

The Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 1914, 6,801.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy. 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, Ia., Evening Courier, 56th year; av. dy. '13, 9,231. Dy. av., Apr. to Sept., '14, 14,262.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For Feb., 1915, 77,764 daily; 71,693 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (4c) Boston's tabular paper. Largest amount of ev. adv'tg. Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos. 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lecty. Actual average for 1914, 23,017.

Benjamin & Kohn, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342.

For Feb., 1915, 127,167 daily; Sun., 163,485.

Erie, Pa., Times, dy. Av. circulation '14, 23,270; 23,467 av. Feb., '15.

A larger guaranteed paid circulation than all other Erie papers combined.

E. Katz, Special Agt., N. Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Av. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Newport, Daily News, eve. 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (2c) Sun., 33,018. (2c) The Evening Bulletin, 48,772 av. net paid for '14.

Westerly, R. I., Daily Sun. S. E. Conn. and S. Rhode Island Sun. to every 7 persons: Av. cir., 1914, 5,558.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. Feb. 1915, average 5,895.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. Feb. average, 7,541.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Canada, The Ledger. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (2c) Chicago, Ill. Only "Gold Mark" j.l. for 14c's. Oldest, best known.

The Island Printer, Chicago, Ill. (2c) Actual average circulation for 1911, 16,420.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (2c)

Boston, Mass., Ev'ng Transcript (2c) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (2c) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (2c) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (2c) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (2c) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (2c) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (2c) DISPATCH (2c)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (2c) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (2c) is the only paper in the state of Tennessee to have received the Gold Mark Award.

The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 95,000.

The Milwaukee, Wis., Ev'ng Wisconsin (2c) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, March 18, 1915

How Shall the Manufacturer Improve His Salesmen?	3
Experiences of a Retailer Who Has Dealt with Thousands of "the Boys."	
Policies That Put the Hoosier Kitchen Cabinet at the Front	11
A Story That Describes Briefly the Work That Made a Real Success.	
Quota Contest That Plays Up the "Team"	19
Salesmen's Contest Improved by Plan That Puts Emphasis on Co-operative Quota.	
Latest Trade-Mark Decisions by the Court of Last Resort	23
<i>Special Washington Correspondence.</i>	
Realty Development Advertising that Allays Suspicion	28
The Obligation Entailed by the Mark "Made in U. S. A."	32
Campaign to Spur Canada's Farmers to Overcome Food Shortage	33
Dominion's Strong Effort to Force Bigger Crops.	
Advertiser on Efficient Development of Newspaper Advertising	37
<i>George Frank Lord</i> Adv. Mgr., Du Pont Powder Company.	
The Paragraph an Aid to Easy Reading	<i>C. C. Casey</i> 40
A Judicious Use of It Is Often a Remedy for "That Uninviting Appearance."	
How Patents Affect Sales	46
Where Consignment Plan Helps and Where It Hinders—III	51
<i>Charles W. Hurd</i>	
Striking a New Note in Corset Illustration	58
How the "Redfern Lady," in Outline, Successfully Illustrates the Natural Models of the Current Styles.	
Making the Dealer a Stockholder,—Does It Induce Him to Push the Goods?	64
An Investigation of the Methods by Which Dealers Are Induced to Become Stockholders in Manufacturing Concerns Whose Goods They Handle.	
Editorials	76
Trade Names Should Always Denote "Origin"—The Railroads and the Business Community—The Staying Power of Advertising.	
Sphinx Club Hears Underwood on Railway Regulation	80
Need for Fairer Government Policy Pointed Out by New Senator from Alabama.	
Effective Publicity for a Small City	<i>C. L. Collette</i> 84
Adv. Mgr., Kewanee Boiler Company.	
The Little Schoolmaster's Classroom	88

Index to Advertisers

	PAGE		PAGE
American Machinist	21	Meriden Record	72
American Thresherman and Farm Power	65	Montreal Gazette	67
Ayer, N. W., & Son.....	1	Montreal La Presse.....	67
Breeder's Gazette	87	Needlecraft	7
Burlington Free Press.....	72	Newark Evening News.....	69
Canadian Dailies	67	New Bedford Standard and Mercury	72
Chesman, Nelson & Co....	36	New England Dailies.....	72
Chicago Tribune	96	New Haven Register.....	72
Clarke Publishing Co.....	65		
Classified Advertisements..	91-92	Ottawa Free Press.....	67
Collier's	25	Ottawa Journal	67
Comfort	48-49	Parsons Paper Co.....	61
Corona Typewriter Co.....	71	Pittsburgh Chronicle Tele- graph	75
Curtis Publishing Co.....	30-31	Pittsburgh Gazette Times..	75
Dyer, George L., Co.....	27	Portland Evening Express..	72
Edmonton Bulletin	67	Position Wanted—"C. P."..	90
Electrical World	47	Position Wanted—"W. R."..	74
Farm Journal	57	Practical Engineer	56
Foster & Kleiser.....	68	Printers' Ink	22, 87, 90
Francis, Charles, Press....	85	Red Book Magazine.....	14-15
Freeman, W. C.....	52	Regina Leader	67
Frey, Charles Daniel, Co....	73	Rice Leaders of the World Association	62-63
Frost, George, Co.....	89	Rogers & Hall Co.....	9
Gas Review	65	Roll of Honor Papers.....	93
Gold Mark Papers.....	93	Salem News	72
Good Health	81	Saturday Evening Post.....	30-31
Halifax Herald & Mail....	67	Seattle Times	83
Hammermill Paper Co.....	44	Springfield Union	72
Hampshire Paper Co.....	53	Steele, J. A.....	90
Hartford Courant	72		
Help Wanted—"President"....	81	Toronto Globe	67
Hill Publishing Co.....	21	Toronto Telegram	67
Housewife	42-43	United Profit-Sharing Cor- poration	55
Index Systems Co.....	82	Up-to-Date Farming	90
Ladies' Home Journal.....	30-31	Vancouver Province	67
Leslie's	35	Want-Ad Mediums	92
Life	79	Ward, Artemus	2
Lincoln Freie Presse.....	90	Waterbury Republican	72
Literary Digest	50	Winnipeg Free Press.....	67
London Free Press.....	67	Winnipeg Telegram	67
Lynn Item	72	Woman's Home Companion	39
McClure's	16	Worcester Gazette	72
McGraw Publishing Co.....	47	Zellner-Frank, Inc.	74
Manchester Union and Leader	72		
Medical Council	75		

ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages]..	150

Intensive Selling

Those manufacturers who will get the biggest volume of sales during 1915 and who will show the *biggest profit balance* at the end of the year, are those who practice *intensive selling*.

Intensive selling means getting *big sales* at *small cost*. Intensive selling means getting *every dollar's worth of business possible* out of a given territory. Intensive selling means so applying every dollar of your sales appropriation that there will be no lost motion, no unproductive expenditure, *no waste of any sort*.

The Chicago Tribune's Advertising Promotion Department, by means of detailed analyses, careful investigations and accurate data compiled, has shown many manufacturers how to secure the trade of Chicago's enormously rich territory at *far less expense than they ever thought possible*—has shown them how to make *dividends* in a territory that never gave them dividends before. It will be glad to show you, if you want, what you're entitled to in this territory. In writing please state the name and character of your product.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco